

# GROUND BREAKING PANAMA-CALIFORNIA EXPOSITION

## JULY

### 19-20-21-22

### 1911 OFFICIAL PROGRAM

# SAN DIEGO



## 4 DAYS OF PAGEANTRY AND CARNIVAL

CARREL BROS CO SAN DIEGO





## American National Bank

SAN DIEGO, CALIFORNIA



### Safety Deposit Department

☐ Located in the basement of the American National Bank Building, and equipped with every modern **Safe Deposit Device**, our vaults offer an absolutely safe resting place for valuables of all kinds.

☐ A Special Storage Vault is provided for the safe storage of valuables of large bulk, such as trunks, silverware and various household treasures.

☐ Located in the heart of San Diego's business district. ☐ Visitors Welcome.

AMERICAN NATIONAL BANK BUILDING  
Northeast Corner Fifth and D Streets

## Mr. Dealer --- Everywhere

You will want to handle the

### "Big 4" Pictures

Photo Postcards of everything interesting in the

GROUND-BREAKING CELEBRATION—July 19th-22nd, 1911.

Wholesale orders filled within 24 hours after receipt. Photocards out the day after the events. Sample sets mailed on request. Inquire now.

We tender our services to the amateur, in

### Kokak Finishing

"Here at 5, at 1 it's done." Eastman System, Velox Prints.

THE PHOTOPRINT COMPANY

("Try and Find Us.")

1226 FIFTH STREET

## THREE MILLION DOLLARS IN RESOURCES

ESTABLISHED IN 1889

PAYING INTEREST TO OVER 7,000 DEPOSITORS

### CONDENSED STATEMENT

AT CLOSE OF BUSINESS, JUNE 7TH, 1911

RESOURCES		LIABILITIES	
Loans . . . . .	\$2,497,897.06	Capital Stock Paid in . \$	200,000.00
Bonds . . . . .	315,304.80	Reserve . . . . .	100,000.00
Fixtures and Safe		Undivided Profits . .	70,214.73
Deposit Vaults . .	10,000.00		
Cash and Exchange .	281,236.05	Deposits . . . . .	2,734,223.18
	<u>\$3,104,437.91</u>		<u>\$3,104,437.91</u>

THE OLDEST AND LARGEST SAVINGS BANK IN  
SOU. CALIFORNIA, OUTSIDE OF LOS ANGELES

### OFFICERS AND DIRECTORS

MYRON T. GILMORE  
President

R. M. POWERS  
A. H. SWEET

J. W. SEFTON, JR.  
Vice-President

W. R. ROGERS  
M. F. HELLER

E. MILTON BARBER  
Cashier

W. M. CROUSE  
J. PERRY LEWIS

## SAN DIEGO SAVINGS BANK

KEATING BLOCK—NORTHWEST CORNER FIFTH AND F STS.



THE IDEAL TABLE WATER  
**BUCKMAN SPRINGS**  
**LITHIA WATER**



**A HOME PRODUCT**

Offices, Rooms 1 to 4 Ingle Block

F Street, Between Fourth and Fifth

SAN DIEGO, CALIFORNIA

**OFFICIAL PROGRAM**

**Four Days' Celebration**

During Which Ground Will Be Broken for the  
 First Building of the

**Panama-California Exposition**



July 19, 20, 21 and 22, 1911

SAN DIEGO, CALIFORNIA

**OFFICERS OF THE EXPOSITION**

U. S. Grant, Jr., President		
J. D. Spreckels, First Vice-President	G. A. Davidson, Second Vice-President	
L. S. McClure, Third Vice-President	Geo. Burnham, Fourth Vice-President	
L. G. Monroe, Sec.	F. W. Jackson, Treas.	C. A. Richardson, Auditor
D. C. Collier, Director-General		

Exposition Opens on January 1, 1915, and Continues for One Year, in  
 Celebration of the Completion of the Panama Canal.

PRICE, 25 CENTS

Copyright by Panama-California Exposition, 1911



# U. S. GRANT HOTEL

EUROPEAN

SAN DIEGO, CALIFORNIA



U. S. GRANT HOTEL

James H. Holmes, General Manager

Alonzo P. Lee, Asst. Manager

Pure water is essential to good health. Health is man's most priceless treasure. Drink plenty of NUVIDA (New Life) Water and be healthy.

If you can't obtain it at your hotel, cafe, bar, grocery or drug store, call on or write the Standard Wine & Liquor Co., 1314 E. Street, Distributing Agents for the California Mineral Water Co.

## Complete Banking Service

### COMMERCIAL AND SAVINGS DEPARTMENTS

The advantages of choosing a strong bank are recognized by every business man. In the realm of commercial banking the Bank of Commerce and Trust Company has won the accounts of an exceptionally large proportion of San Diego's most prominent and substantial mercantile concerns. In addition, its Savings department is a notable convenience. Here many business and professional men find it advantageous to keep a personal account, with checking privilege, earning 3%.

Thus the element of Profit is added to those of Convenience and Safety in respect to the personal bank account. Note that the 3% is paid on personal accounts only, in the Savings Department.

Term deposits earn 4%, compounded half-yearly. New accounts are solicited, and inquiries in regard to any department of banking activity are cordially invited.

### BANK OF COMMERCE AND TRUST CO.

#### DIRECTORS:

Southwest Corner  
of Fifth and E  
Streets

JULIUS WANGENHEIM, President.  
N. E. BARKER      GEO. W. MARSTON  
F. S. JENNINGS      CHAS. T. HINDE  
M. A. GRAHAM      L. M. AREY  
B. W. MCKENZIE  
MELVILLE KLAUBER      NAT. R. TITUS  
J. S. HAWLEY, JR.

Capital, \$500,000

Surplus and  
Undivided Profits  
\$196,578.42

## The Merchants National Bank of San Diego

Granger Block, Fifth and D Streets

Capital Stock (Fully Paid) . . . . . \$100,000.00

Surplus and Profits (All Earned) . . \$330,000.00

This bank has the largest surplus of any bank in San Diego. On the Roll of Honor for the present year, published by *The Financier*, of New York City, it stands No. 74 among about 7,000 National Banks in the United States.

RALPH GRANGER, President  
A. H. FROST, Vice-President

W. R. ROGERS, Cashier  
H. E. ANTHONY, Assistant Cashier



# Union Title and Trust Company

1028 SECOND STREET

SAN DIEGO, CALIFORNIA

Issues  
Title Insurance  
Policies  
and Guaranteed  
Certificates  
of Title



Abstracts of  
Title  
  
Handles  
Escrows and  
Trusts

## FINANCIAL RESPONSIBILITY

Representing \$1,250,000.00 Cash Assets for the Protection of Patrons

# Hartwell Electric Company

Established in San Diego, 1888

Electrical Contractors and  
Dealers in Electric Supplies

Home, 1318

955 SIXTH STREET

Pacific, 318

We are prepared to handle contracts of any magnitude involving the Installation of Electrical Apparatus.

Our long experience and our position as the oldest electrical firm in the city, together with the fact that we have always on hand ample stocks with which to meet every requirement, particularly fit us to give you the best of service.

You will find our prices the lowest obtainable, quality considered. Estimates cheerfully given.

The Electrical Decorations for the Panama-California Exposition Ground-Breaking Celebration  
WERE INSTALLED BY US

# Have You Seen Fairmount?

(Our Tract Number Five)

## LOTS \$35

☐ Reached by electric line for five cents in thirty minutes, or by auto, Free, in eighteen minutes.

☐ Our Tract has streets graded, water piped, gas, electricity and telephones extended, and cement sidewalks laid.

☐ The Tract was opened Monday, July 17, and already five homes are in course of construction and plans for six others are being drawn in our office.

☐ Every lot is sold under a building restriction.

☐ On Tuesday, August 16, all prices will be advanced Five Per Cent, and on September 15 an additional five per cent.

## We Make Values by Building Homes on the Lots We Retain

☐ In our Tract Number Three, opened May 5, 1909, we have built thirty-seven homes. All are sold and occupied, and lots are now selling at \$750 to \$1,000 each.

☐ In our Tract Number Four, opened December 5, 1909, we have built forty-one homes, all but two of which have been sold and are occupied. Lots in this tract are now selling at \$500 to \$750 each.

☐ "FAIRMOUNT," our Tract Number Five, is one of the Grandest places to live in San Diego, and there is no limit to the values to be attained there.

☐ We are reserving more than half of the tract to be developed and sold later at higher prices.

☐ You can buy a lot at the Starting Price if you come in and see about it now.

## TERMS

\$5 CASH AND \$1 A WEEK. NO INTEREST, NO TAXES

☐ We will show you the property.

MAIN OFFICE, 1318-1320 D STREET

# PACIFIC BUILDING COMPANY

Sunset, 1462

Home, 2462

Fairmount Branch at End of City Heights Car Line



# Industrial and Historical Pageant Corporation

CHICAGO  
NEW YORK

MAIN OFFICE  
First National Bank Building  
CHICAGO

PHILADELPHIA  
LOS ANGELES



LAWRENCE CLARK, President and Treasurer  
R. W. VAN HORN, 1st V. P. and General Mgr.  
A. P. DANIELS, 2nd V. P. and Business Mgr.  
HENRY KABERSKE, Director-General  
HOWARD H. HOYT, JR., Assistant Treasurer  
EARL J. WALKER, Secretary  
A. H. STODDARD, Master of Pageantry



Historical, Allegorical and Industrial Pageants

## PROMOTERS

Designers, Builders and Painters of Tableau Cars

Courts of Honor

Street and Building Decoratlons

Expositions and Trade Shows

Sane Fourth of July Celebrations

Spectacles and Water Fetes

Electrical and Fireworks Displays

Fall Festivals and Hippodromes

## MANUFACTURERS

of Modern and Historical Costumes and Any-  
thing in Papier Mache, Cement,  
Plaster or Stucco

We designed and built the Floats for the Mission and the Historical Pageant,  
and furnished all Costumes and Equipments for the same.

The Mission and the Triumphal Arch are designed and erected by us.

Designs, Specifications and Estimates Furnished

THE LEADING VAUDEVILLE THEATRE OF SOUTHERN CALIFORNIA

**Empress THEATRE** 5<sup>TH</sup> AND B STS. **SULLIVAN & CONSIDINE VAUDEVILLE**  
TELEPHONES SUNSET 100, HOME 4578

(FORMERLY THE GARRICK)



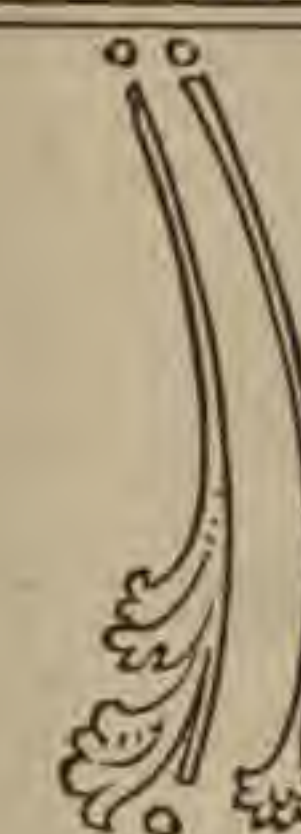
**Sullivan & Considine Empress Circuit**  
Represents the Highest Achievement in Vaudeville

**Special Ground-Breaking Bill**  
SIX GREAT ACTS, Headed by "Our U. S. A. Boys"

TWO SHOWS NIGHTLY, AT 7:30 AND 9:00  
MATINEE DAILY AT 2:45

PRICES - - - 10, 20, 30 CENTS

## The Occasion



A great enterprise is worthy of an adequate beginning.

The Panama-California Exposition will open January 1, 1915.

It will close at midnight of December 31, 1915.

San Diego celebrates the breaking of ground for this Exposition on July 19, 1911.

That nothing shall be lacking in ceremony, circumstance or appropriate festivity four days have been set apart, from July 19 to July 22, inclusive, for a programme comprising details of historical pageantry, civic functions, religious ceremonies, under the direction of the Franciscan Fathers, by whom the Mission and Pueblo of San Diego were founded in July, 1769; a floral parade under supervision of the Women's Auxiliary of the Celebration Committee; an Industrial, Commercial and Fraternal Pageant; a water carnival, including the landing of Juan





# Look for the Balloon!

It RISES to a great height, but no more quickly than does the article it represents---

# Globe A-1 Flour

Always above in quality,  
but not in price.

# See the Balloon!

Motto: Patronize Home Industry.

**GLOBE MILLS**  
SAN DIEGO

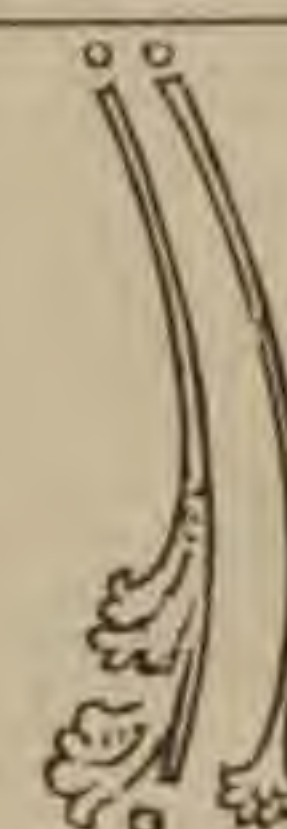
## WORTH SEEING

The Up-to-date Line of MEN'S FURNISHINGS  
at our shop in the U. S. Grant Hotel Building.

Importers of Fine Linen, Rare Neckwear, Hats,  
Caps, Gloves, and all Men's Wear.

U. S. Grant Hotel, D St. **GABRIEL**

## THE OCCASION—Continued

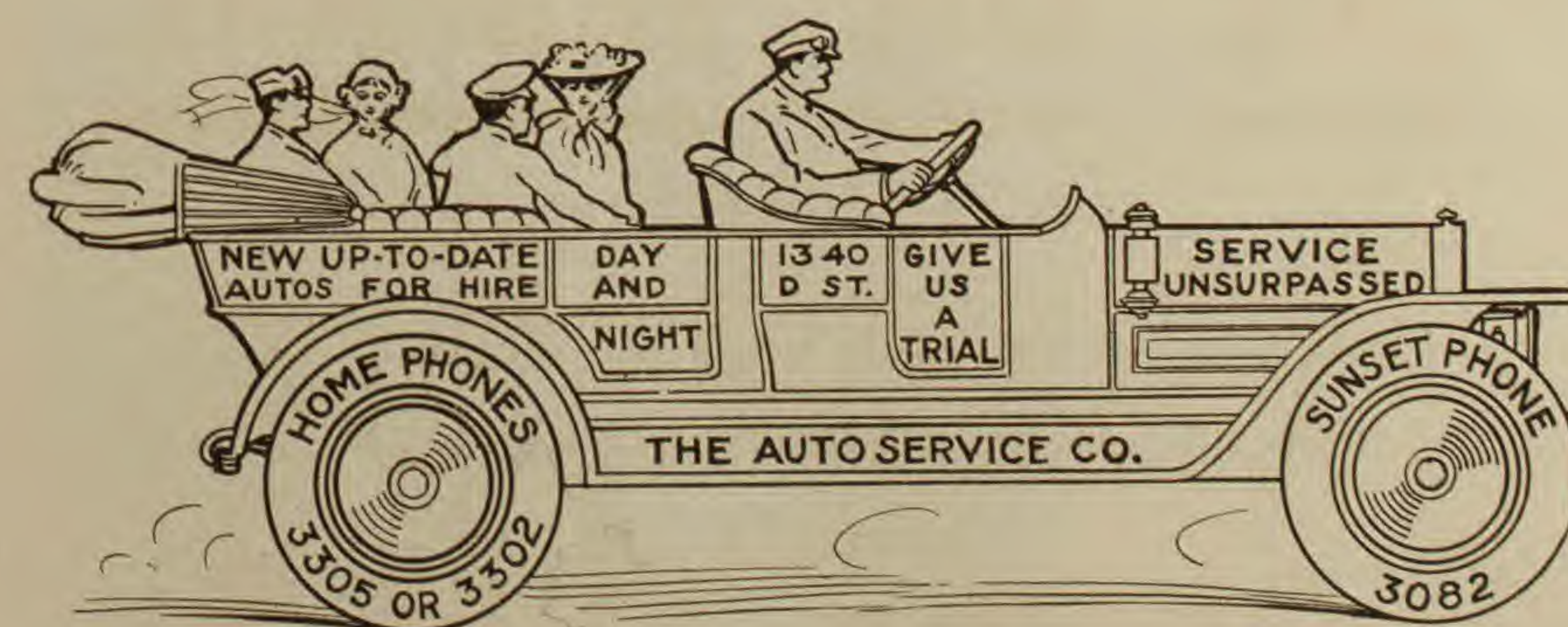


Rodriguez Cabrillo from his caravel, and a display of fireworks; band concerts throughout the city; athletic events and water sports; two masque balls; and on the last day of the celebration a procession of the twenty-one Missions of California, with groupings of historical characters illustrative of the beginning of civilization on this western coast of the United States.

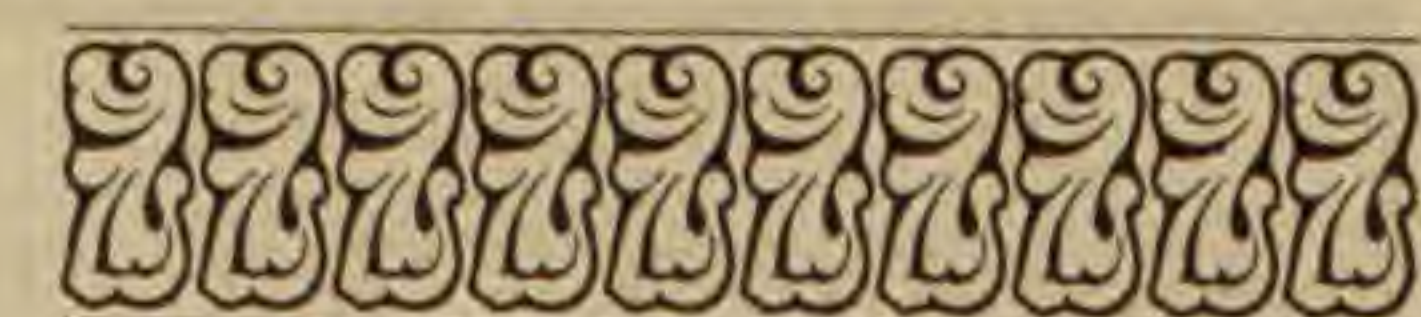
The basis of this celebration is historical, featuring the leading episodes from the discovery of the Pacific ocean by Vasco Nunez de Balboa in 1513 to the American occupation of San Diego in 1846.

Within this period is comprised the first great epoch of Californian and West Coast history; the second epoch will date from the raising of the American flag at Old Town of San Diego to the gold discovery and the coming of the Argonauts who founded the great commonwealth of California; the third epoch covers the development of the State and the Pacific Coast to the destruction of San Francisco in 1906;

The Isthmus, D and Union Sts. Open every afternoon and night—30 big shows.



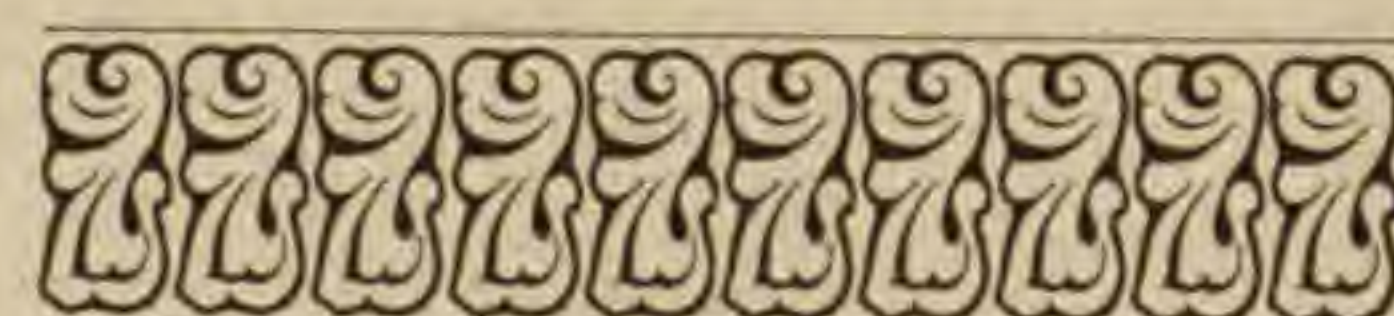




Shampooing  
Hairdressing  
Manicuring  
Scalp and Facial  
Massage  
Hair Goods Mfg.  
Theatrical Wigs

Phones  
Home, 4446 Sunset, 4302

Two Entrances from  
U. S. Grant Hotel Lobby



## GRANT HOTEL HAIR STORE

1026 Fourth St.

MRS. JOSEPHINE SECKLER, Mgr.

San Diego, Cal.

## THE MAJESTIC

Cor. Sixth and F Streets

Large, sunny rooms, nicely furnished, single or en suite.

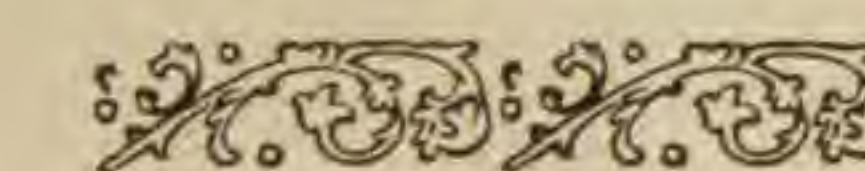
Also rooms for light housekeeping.

Elevator, baths.

Phones  
Sunset, 2110  
Home, 4101

THEODORE JENSEN, Prop.

## CHARLES W. OESTING Insurance, Stocks, Bonds and Mortgages



GRANGER BUILDING

SAN DIEGO, CAL.

### THE OCCASION--Continued



the fourth epoch begins with the rebuilding of the Californian metropolis, coeval with the first permanent development of San Diego, the marvellous progressive movement in Southern California, and the awakening of imperial enterprise throughout the Southwest; closing with the completion of the Panama Canal and the San Diego and Arizona railway, thus concentrating the traffic of a continent and the commerce of a great ocean in the harbor of San Diego, the nearest point on Pacific tidewater to the Middlewest and the Southern States and the first port of call in American territory north of the canal.

This celebration is the beginning of the series that will end in 1915 with the Panama-California Exposition.

It is fitting, therefore, that San Diego should make the occasion fully worthy of the event, not only because that event is to be the beginning of a new and glorious history, but because San Diego is herself destined to play a great part in this splendid history.

Remember Panama Exposition, San Diego.

## Hotel Cabrillo

JAMES A. WILSON, Prop.  
LA JOLLA .. CALIFORNIA

New, Modern, Well-Furnished and  
Up-to-date. Home Phone and  
Steam Heat in Each Room.



Phones: Home, 48; Pacific, Main 133

### Grand View from Each Room

La Jolla is noted for its caves.

Grand scenery.

Bathing, golfing and tennis the  
year around.

Is a suburb of San Diego.

Reached by gasoline and steam  
cars, with new boulevard for  
autoing and driving.

Most equable climate in the world.



# Hotel Brewster

FOURTH AND  
C STREETS



Main Building  
4th and C Sts.



Fifth Street Annex



Fourth Street Annex

The Brewster is the most centrally located hotel in the city. European plan. Rooms, \$1.00. One room, two persons, \$1.50 up. Room and bath, \$1.50 up.

M. CICOUREL, Manager

Plaza Building, Rooms 6-9

Home Phone, 4833

ROOMS TO RENT—"Open Day and Night"

## Sanitary Turkish Bath Parlors

AND BAKE OVEN TREATMENT

For Ladies and Gentlemen

ELECTRIC VIBRATOR MASSAGE TREATMENTS

Lady and Gentleman Attendants

American, German and  
Swedish Methods

**PROF. BAKER**

San Diego, California

# Blochman Banking Company

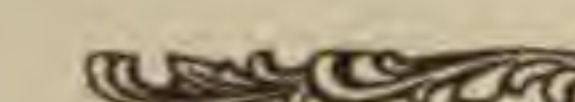
Established 1893

Commercial and Savings

Banking in All Its Branches

SAN DIEGO

## Celebration Officials



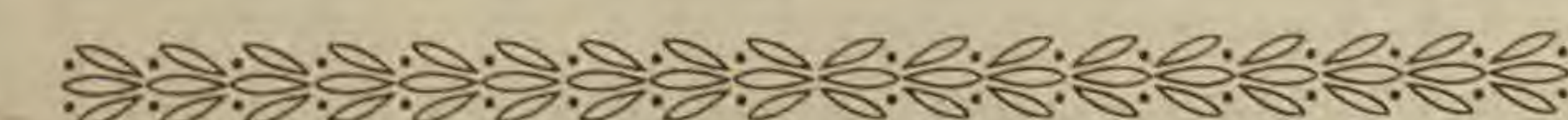
JOHN M. DODGE.....General Manager  
H. A. HERRICK..Assistant General Manager  
EDWIN H. CLOUGH.....Historian  
HENRY KABERSKE..Director of Pageantry  
MAJOR HERBERT R. FAY..Grand Marshal

### Chief of Staff:

1ST LIEUT. FRANCIS M. HINCKLE,  
U. S. A.

Stop at

## Hotel Keystone



TENTH AND D STREETS

American and European

SAN DIEGO, CAL.





## REPUBLIC STAGGARD TREAD TIRES

Have all the requirements  
that are necessary to make  
up the

### Tire Perfect

The big, solid rubber studs  
that form the "Staggard  
Tread" produce a safety  
grip that prevents skidding  
on slippery roads.

Republic Tires for Actual Tire Economy

## Republic Tire & Supply Company

TIRE REPAIRS THAT REPAIR TIRES

Tel., Pacific 2416

1129 C STREET

Let Us All Boost the "1915" Exposition

A Trial of Our Cedar Brook Whiskey is All We Ask

## AMERICAN BAR

J. D. MOOK, Proprietor

GOODS BOTTLED IN BOND A SPECIALTY

Phone, Home 1685  
945 FOURTH STREET

SAN DIEGO, CAL.

## La Jolla

One of the Most Attractive and Picturesque  
Seaside Resorts in California

(15 MILES NORTH OF SAN DIEGO)

CAVES MARINE GARDENS SURF CAVERNS  
CLIFFS BATHING BEACHES ROCKS COVES

REACHED BY

## Los Angeles and San Diego Beach Railway

Trains Start from Ticket Office, Fourth and C Streets (Opp. Brewster Hotel) San Diego.

Gasoline Motor Cars—9:05, 11:00 A. M.; 4:05, 6:10 P. M.—Week Days.

Electric-Steam Trains—7:40, 10:00 A. M.; 2:00, 5:15 P. M.—Week Days.

Sunday Motor Car Trains leave Fourth and C Streets

8:00, 9:05, 10:00, 11:00 A. M.; 1:30, 2:45, 4:20, 6:10 P. M.

LA JOLLA LINE

## Aides to Grand Marshal

LT. W. R. CUSHMAN	MARKS P. MOSSHOLDER
LT. CARL E. NICHOLS	DR. H. CLIFFORD LOOS
CLIFTON H. HUNT	HERMAN B. FISCHER
J. MURRAY LOOP	S. C. KELLY
EDW. T. LANNON	EARL H. GRAINGER
NELSON SNYDER	DR. SIDNEY A. SMITH

The Isthmus, D Street and Union, is Open Every Afternoon and Night. 30 Big Shows

## Cadillac Motor Cars

## Goodrich Tires

## J. A. MCCADDON Electrical Automobile Supplies

STORAGE BATTERIES RECHARGED

1050 THIRD STREET

OPP. GRANT HOTEL

Bosch Magnetos  
Schebler Carburetors

Michelin Tires



SAN DIEGO

LOS ANGELES

**WESTERN RUBBER AND SUPPLY CO.**

(INCORPORATED)

**Everything for  
Garage and Car**

1364 FIFTH STREET

SAN DIEGO

HOME 4077

SUNSET, MAIN 747

**AIDES TO GRAND MARSHAL—Continued**

GEO. B. SCAMMELL

C. A. BACHMAN

JAMES A. HOLDEN

GEO. COUTS

CHAS. L. MARKS

H. H. McCORMICK

HARRY D. HATTEL

U. S. BERRY

FRANK G. KIESSIG

WALTER BARNES

HARRY P. GREENE

HARRY B. STEWART

**JOE McFADDEN****Promoter and Mgr.  
of High-Class  
Subdivisions**

Investments

Loans

Insurance

**Gilt-Edge Business  
Opportunities  
San Diego, Cal.**We serve, fresh daily,  
Oysters, Clams, Crabs,  
Shrimps, Lobsters**Oyster Loaf Restaurant**Fine Steaks, Poultry  
and Dairy Dishes Our  
Specialties

Private Boxes for Ladies

1228-30 C ST.

1114 FOURTH ST.

Beer and Wine with Meals

SAN DIEGO, CAL.

S. SOLAK  
G. TOPUZES  
Proprietors

The Only Place of Its Kind in the City

Phones  
HOME 2357  
MAIN 704**COLE 30.**

The Car You'll Be Proud to Own

The 1912 Models Present One Chassis with Five Types of Bodies. Also, Cole Flyer Torpedo Roadster—A Car of Superb and Silent Service—A Car That Contains the Best of All the Rest.

**HUPMOBILE**

GUARANTEED FOR LIFE

Four Cylinder  
20-Horse Power  
Bosch Magneto  
Sliding GearRunabout  
Coupe  
Touring Car  
Delivery Car**BEST LITTLE CAR ON EARTH****BOWLER  
MOTOR CAR CO.  
SAN DIEGO, CALIF.****Executive Committee**WINIFELD HOGABOOM,  
Chairman

C. W. HOLMQUIST

W. B. BLACK

C. H. HUNT

C. H. BROWN

B. C. JUNKER

G. E. BOWLES

E. T. LANNON

E. H. CLOUGH

C. A. RICHARDSON

H. R. FAY

C. C. ROSE

T. P. GETZ

H. W. VINCENT, Secretary.

E. H. GRAINGER

H. R. LEE,  
Chairman Gen. Committee

The Isthmus, D Street and Union, is Open Every Afternoon and Night. 30 Big Shows

**Mission Wine Co.**PHONES  
HOME - 1367 AND 1368  
PACIFIC, 367

FIFTH AND B STREETS

**WHOLESALE****Wine, Liquors and Beer**

We Sell No Imitation Goods

**DEVOTE SPECIAL ATTENTION TO THE FAMILY TRADE**



# GAS ENGINES

4-Cycle { Marine  
2-Cycle { Stationary  
Aeronautical

AND PUMPING PLANTS

We Cover the Entire Field of **Motor Boat Building and Designing**

**GEO. E. BOWLES & SONS**

Corner D and India Streets

## CONDENSED STATEMENT OF THE CONDITION OF THE

### SOUTHERN TRUST AND SAVINGS BANK

OF SAN DIEGO, CALIFORNIA

COMMERCIAL AT THE CLOSE OF BUSINESS, JUNE 7, 1911 SAVINGS

RESOURCES		LIABILITIES	
Loans - - - - -	\$ 836,653.35	Capital Stock - - - - -	\$ 150,000.00
Bonds - - - - -	168,032.80	Surplus and Undivided Profits	26,046.24
Overdrafts - - - - -	544.34	Deposits - - - - -	<u>1,451,714.66</u>
Furniture and Fixtures - -	19,400.00		
Cash and Exchange - - - -	603,130.41		
TOTAL - - - - -	\$1,627,760.90	TOTAL - - - - -	\$1,627,760.90

RECEIVED LICENSE FROM THE STATE, JULY 1, 1907  
BEGAN BUSINESS IN U. S. GRANT HOTEL BUILDING, OCTOBER 1, 1907  
DEPOSITS JUNE 7, 1908 . . . . . \$318,886.74  
DEPOSITS JUNE 7, 1909 . . . . . 683,672.50  
DEPOSITS JUNE 7, 1910 . . . . . 1,191,917.86  
DEPOSITS JUNE 7, 1911 . . . . . 1,451,714.66

#### OFFICERS AND DIRECTORS:

G. A. DAVIDSON, PRES. PHILIP MORSE, VICE-PRES. E. O. HODGE, CASHIER  
G. HOLTERHOFF, JR. R. C. ALLEN CHAS. W. PAULY A. H. FROST JOHN E. BOAL  
BRANCH AT LA JOLLA, CALIFORNIA



# TIRES



SUPPLIES

**BAGBY-DE FRANCE CO.**

SIXTH AND B STREETS

OPPOSITE EMPRESS

During the hot weather a bottle of sparkling NUVIDA (New Life)  
Water is a delightful and refreshing thirst quencher.

## PROGRAM

The First Day

Wednesday Morning, July 19

#### 9 A. M.—

Procession from St. Joseph's Church at Fourth and Beech streets to the altar at Balboa Park.

Clergy, communicants, school children and citizens.

Route of procession, Fourth street south to D; east on Twelfth street, to the Park.

#### 10 A. M.

Solemn High Mass; "Coram Pontifice."  
Very Rev. Theodore Arentz, celebrant.

Father Wellischeck will be assisted by a Deacon and Sub-Deacon and an Assistant Priest of the Franciscan order, and accompanied by Deacons of Honor to Bishop Thomas J. Conaty, of the Los Angeles and Monterey Diocese.

Address by Bishop Conaty.

The Mass will close with the singing of the "Star Spangled Banner," by request of Bishop Conaty.

All the offices of the Mass will be Franciscan.

## WILSON S. SMITH & CO.

DISTRIBUTORS OF

# Franklin Motor Cars

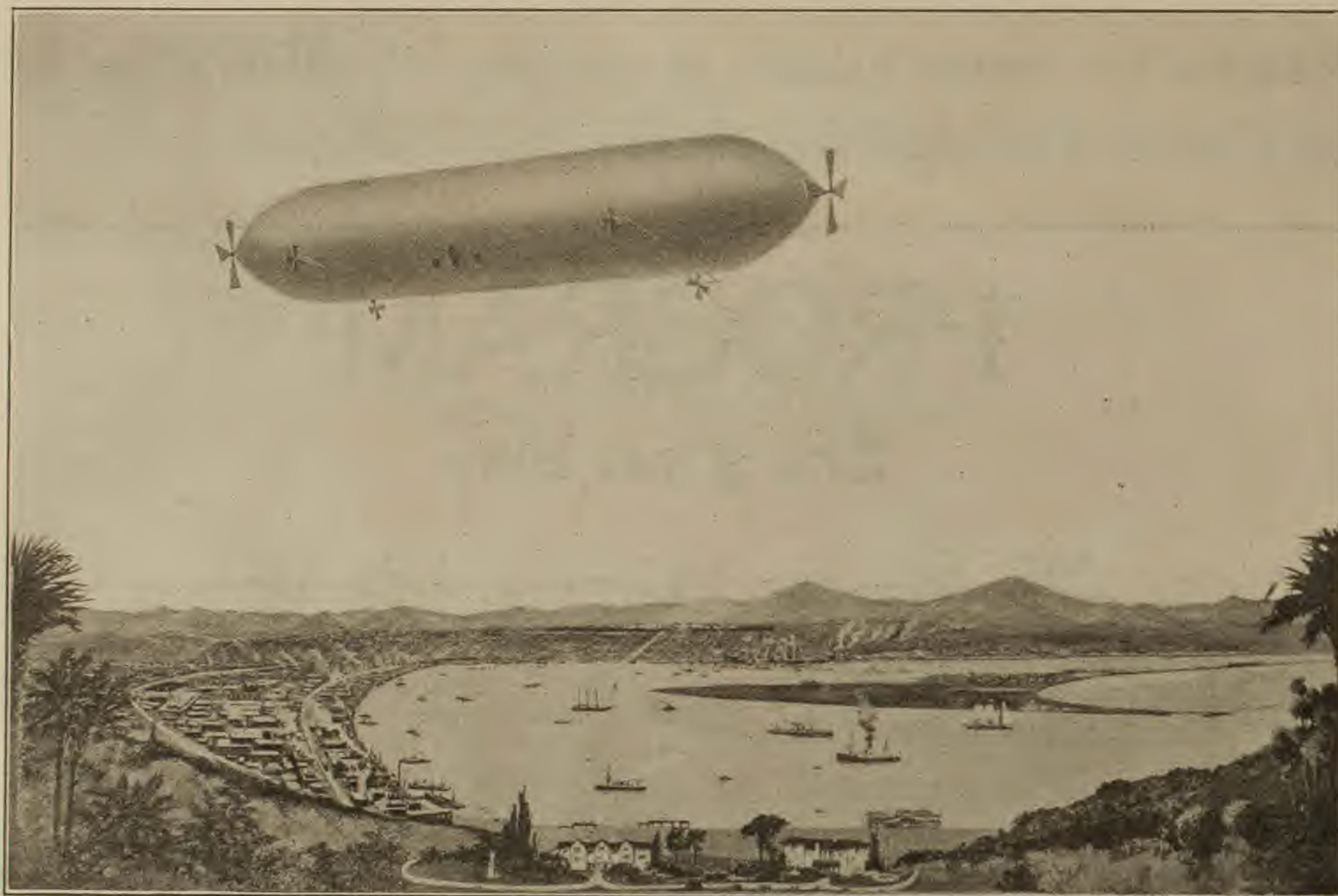
Cor. Fifth and Grape Streets

San Diego, California



## San Diego's Exclusive Attraction

### The Toliver Dirigible Airship "San Diego"



#### Successful Navigation of the Air a Reality Inside the Next Thirty Days

This great, dirigible airship, embodying new and exclusive ideas, is rapidly nearing completion at the shipyards of the Toliver Aerial Navigation Company, at Thirty-first and B Streets, San Diego, California. It is 250 feet in length, 40 feet in diameter, has a carrying capacity of 40 passengers, and is constructed throughout of the finest materials. The motive power is supplied by four gasoline engines of the newest principles, all of Mr. Toliver's invention, delivered to six big aluminum propellers reinforced with steel. It is the only airship ever built which can rise and descend perpendicularly, thus minimizing the possibility of accident.

Within the next thirty days, the "San Diego" will be completed and ready for an initial flight that will astound the world.

Do not fail to see this great airship before you leave San Diego. Visitors welcome at all times. You are cordially invited to visit the shipyards of the company and see San Diego's newest and exclusive industry.

### Toliver Aerial Navigation Company

Shipyards, Thirty-first and B Sts.

San Diego, California

## Enjoy Yourself

to your heart's content during this celebration in San Diego, and don't forget that one of the best places to spend many of your hours is at

### FRITZ'S BUFFET

The Golden Lion Tavern



FOURTH AND F STREETS

Positively the most attractive thirst-allaying emporium of the Southwest

## Wednesday Afternoon, July 19

### Ground Breaking Ceremonies

#### 1 to 2 P. M.—

Public reception to distinguished guests and notables, U. S. Grant Hotel. Band Concert.

#### 1:30 P. M.—

Sailing race off Coronado for the Sir Thomas Lipton cup, to be participated in by all the clubs of Southern California, over a twelve mile course, under the auspices of the Southern California Yacht Racing Association. Prizes for best decorated ladies' boat, chafing dish, tray, fork and spoon.

For best decorated gentleman's boat, cup.

#### 2 to 3 P. M.—

Military and Naval Parade. Form on Union and State streets, north and south of "D" street; line on "D" street and march to Twelfth street, thence north to Exposition grounds. Grand Marshal Major H. R. Fay.

Music by bands during assembling of guests on stage.

Opening Ode by San Diego Harmony Club. Invocation.

Exposition March by band. Bugle calls by Military and Naval Buglers.

Call to order by U. S. Grant, Jr., President of the Exposition, and introduction by him of Director-General.

## NATIONAL SIGN & ADV. CO.

WALT. L. FRAZER

1227 E STREET, Between 3rd and 4th

## CLEANING

Native French Cleaners and Dyers.....

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Parisian Cleaning and  
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THE CLASSY PART OF CHULA VISTA

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IN THE MIDST OF THE  
**World's Best Lemon Groves**  
SURROUNDING BEAUTIFUL HOMES

On this Beautiful Home Tract, put on the market a short time ago, there are already two attractive homes and four more under construction.

Large lot, equal to eight ordinary lots, from \$200 to \$600. Terms very easy, or all cash.

We will build you a home to your liking, on easy terms. We have helped hundreds to homes. We will help you.

## GRAVES LAND CO.

"Figure With Graves"

1520 E STREET  
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H. L. HUBBELL, Vice Pres.

A. J. RAZETO, Manager.

## Pioneer Truck & San Diego Transfer Co.

Sunset, 462

OFFICIAL TRANSFER CO.

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Cuyamaca Railway

Pacific Coast Steamship Co.

Northern Pacific Steamship Co.

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Home, 1462

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With our padded vans we move our patrons in rain or shine. Latest equipment for hauling all kinds of freight.

Household goods assembled and shipped to all Eastern points at greatly reduced freight rates. Agents for Eastern forwarding companies.

Competent packers and reliable work guaranteed. All packing material, burlap, excelsior, boxes, barrels and paper furnished by us at lowest prices.

Stored five days free and delivered within one mile of depot for twenty-five cents. Give your baggage checks and Bills of Lading for freight to our representatives on all trains.

### THREE DAILY TRIPS TO CORONADO

Daily Trips by Automobile to Points of Interest--Leave Fourth and D St., 10 A. M. and 2 P. M.

OFFICE, NORTHEAST CORNER FOURTH AND C STREETS

## WEDNESDAY AFTERNOON, JULY 19—Continued

Address of Welcome on behalf of Exposition, by Director-General, D. C. Collier.

Address of welcome on behalf of the City by Mayor James E. Wadham.

Address of welcome on behalf of the State by Governor Hiram W. Johnson.

Address by Honorable John Barrett, Director-General Pan-American Union.

Music by bands.

Address by Honorable C. C. Moore, President Panama-Pacific Exposition.

Short addresses by governors and representatives of governors.

Address by representative of President Taft.

President Taft presses button breaking out American Flag, President's Flag and flags of Pan-American republics.

(a) Unfurling American Flag, "Star Spangled Banner," by band.

(b) Unfurling President's Flag, "America," sung by entire audience, led by band.

(c) Unfurling of flags of Pan-American Republics during medley National airs by band.

Ground breaking ceremonies.

Finale—"Yankee Doodle," by band.

## Wednesday Evening, July 19

7:30 P. M.—

Opening of the Water Carnival. Cabrillo sails into the harbor in a caravel, a replica of the one in which he first visited San Diego, and is met at the Marine Ways by a fleet of canoes manned by Indians, who escort him along the Coronado shore to Beacon 12, and return by the San Diego shore, around the coal bunkers to Beacon No. 9, and then between the line of decorated crafts to the foot of D street, where he will be given a public reception.

7:30 P. M.—

Water Carnival.

Illumination of ships in the harbor, yachts and water craft.

7:45 P. M.—

First signal: Rocket from foot of D street; bugle calls.

Second signal: Flare of rockets from vicinity of caravels.

Man has invented many kinds of drinks. Nature invented NUVIDA  
(New Life) Water, and Nature's best cannot be beaten.



"San Diego"



WHY  
?

Pay fancy prices for HIGH PRICED Eastern Beer, when, right here in San Diego, bottled beer is produced which ranks with any high-grade beer in America.

Why—pay the freight and enormous advertising bills of Eastern breweries? It's just a habit—be just to yourself—be loyal to California.

**San Diego Consolidated  
Brewing Company**

# St. Joseph's Sanitarium

INCORPORATED

SAN DIEGO, CALIFORNIA

Conducted by the Sisters of Mercy

Situated on University Heights

This institution, conducted by the Sisters of Mercy, is located on University Heights, a rapidly developing residential section of the city of San Diego, 500 feet above sea level.

Patients who desire it may, by notifying the Sanitarium, be met at steamer or train.

WEDNESDAY EVENING, JULY 19--Continued

8 P. M.—

Caravel with Cabrillo begins to move, followed by the procession of boats.

8:30 P. M.—

Cabrillo caravel anchors at foot of D street. Rediscovery of San Diego by Cabrillo. Landing and reception of Cabrillo.

## AQUATIC AND AERIAL FIREWORKS

7:30 to 10:30 P. M.—

Grand display of Pain aquatic and aerial fireworks at foot of E street.

Notice of the beginning of the fireworks will be given by a flash and sound signal, and the sending up of Mount Golfer balloons. The following numbers will be shown in their order, subject to change by the committee:

No. 1—Illumination of the harbor with 25 floating lights.

No. 2.—Display of 12-3 lb. Pain Exhibition rockets.

No. 3—Fairy Fountain, showing masses of light and liquid fire issuing from the water.

No. 4—Discharge of 5 Manhattan Beach Bombs. The new Du Barry tints.

No. 5—Aerial sleigh bells.

No. 6—Twenty batteries of meteorites.

No. 7—Aquatic Geysers.

No. 8—Fifty Diving Devils, Mammoth Geysers and Floating Batteries.

No. 9—Flight of ten 6-lb. rockets.

No. 10—Ten Floating Festoon Rockets.

No. 11—Hudson Fulton Bombs. First time ever shown.

No. 12—Ten batteries of monster glow worms.

No. 13—Salvo of five 24-inch bombs.

No. 14—Illumination of the water with Pain new aluminum light. Transparent colors and bouquets.

Home Phone, 1382

Sunset, Main 782



G. MUELHEISEN, Manager

## MUELHEISEN Tent and Awning Company

MANUFACTURERS OF

**Tents, Awnings, Flags and Camp  
Furniture**

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We Are San Diego Boosters

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FAMILY TRADE SOLICITED  
HIGHEST GRADES OF WINES  
BONDED GOODS A SPECIALTY

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## The Merchants Hotel

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AMERICAN AND EUROPEAN PLAN

Rooms, 35c, 50c, 75c, \$1 a Day

Most satisfactory hotel in city. Fine view of ocean and bay. Street cars pass the door to and from all depots, steamers and pleasure resorts.

Central Location—Opposite Courthouse

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Free Bus to and From Depots and Steamers

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Sunset, Main 54

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MARTIN & TORPIE, Proprietors

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Cigars



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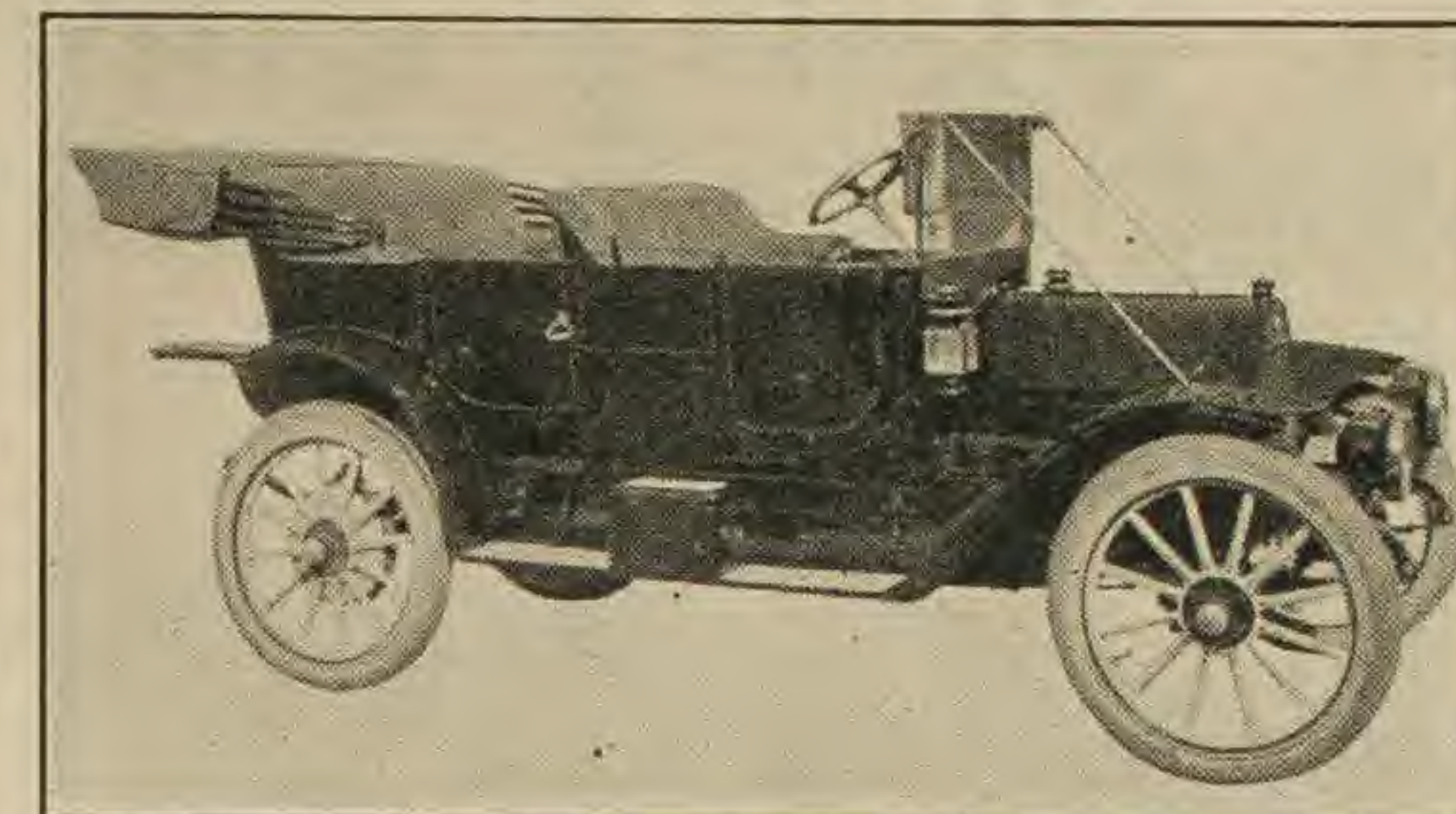
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SAN DIEGO, CAL.

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\$500 to \$5000

REO THIRTY

LEON T.  
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WM. P. CRESWELL, Mgr.

### WEDNESDAY EVENING, JULY 19—Continued

No. 15—Pain Radio-Electric Rockets.  
No. 15—Pain Radio-Electric Rockets.  
No. 16—Aerial Wrigglers.  
No. 17—President Taft's Inauguration Bombs.  
No. 18—Twenty-five Batteries of Pyrotechnic Floating Gyroscopes.  
No. 19—Eighteen-inch Triplet Bombs. Each bomb on reaching its altitude breaks three times, and each break a different effect.  
No. 20—Aquatic Novelty. Floating swans and the water-lily pond.  
No. 21—Flight of six large Sun cluster  
No. 22—Twenty-five 6-lb. Floating Pearl rockets.  
No. 23—Salvo of Wistaria Shells.  
No. 24—Ten 3-lb. Twinkling Stars.  
No. 25—Five Mikado Bombs, showing gigantic chrysanthemum blossoms.

No. 26—Comedy—10 Whistling Coon Rockets.

No. 27—Four 24-inch Bombs. Lilac and laburnum blossoms. Primroses changing to violets.

No. 28—Hanging chains of changing lights.

No. 29—Fire-fly and Will-o-the Wisp Rockets.

No. 30—Salvo of Alaska-Yukon Exposition Bombs.

No. 31—Famous Pillar of Light, 25 feet high.

No. 32—Batteries of Colored Saucissons.

No. 33—Ten Brilliant Tourbillions, forming umbrellas of fire.

No. 34—Nests of Fiery Cobras.

No. 35—Display of Jeweled Shells.

The Isthmus, D Street and Union, is Open Every Afternoon and Night. 30 Big Shows



### The Eyes of the World Are On San Diego Now

and will be for the next five years at least. The 1915 Exposition, to be held here at that time, will bring hundreds of thousands of strangers to our city.

Thousands of them will buy property and become permanent residents.

**Now:** The Exposition is to be held in Balboa Park, a wonderful natural scenic park. Surrounding property adjoining the park will be in strong demand. Consequently the price will soar higher and higher as the demand becomes stronger. A few thousands invested judiciously now will no doubt be the means of making a number very wealthy in a few years' time. Are you going to be one of that number? If so, let us tell you of some exceptional buys available at this time. Don't postpone taking advantage of one of these opportunities, or you may lose the chance entirely. Remember there are only a few really good buys on the park available, and we have them.

Call on, Write or Phone CHAS. F. O'NEALL, 1429 D St.

A. J. Tidball, O. E. Jackson, F. Russell Aber, Salesmen



# Paradise Valley Sanitarium

NATIONAL CITY, CALIFORNIA  
(Five Miles from San Diego)



*Flowers bloom all the year 'round  
in Paradise Valley*

The name suggests the beauty and charm of this health and rest resort. All conditions here aid in curing the sick and building better health. Experienced travelers say there is no place in all the world where climate and natural advantages surpass those of Paradise Valley. Here it is warm in winter and cool and invigorating in summer. All the conveniences of a home and the best of medical care and attention for the sick are to be had at this institution. Try what our rational, physiological methods of treatment, with a correct dietary, can do for you.

WRITE FOR ILLUSTRATED PROSPECTUS

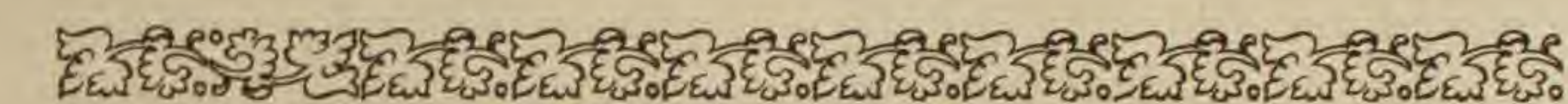
PARADISE VALLEY SANITARIUM, National City, California

Our carriages meet electric cars leaving San Diego at 8:55 A. M., 1:25 P. M., and 4:25 P. M., at the City Limits, National City. We also meet other cars by appointment.

Thirteen Miles from San Diego

Reached by Cuyamaca and Eastern Railway

## GROSSMONT INN



¶ An ideal place in which to rest, write, sketch, paint, think or dream. ¶ Most beautiful scenery in Southern California.  
¶ Special attention given to Dinners, Luncheons and Teas. Afternoon Tea served on the Pergola is an attractive feature of the Inn.

Terms, \$2.50 Per Day; \$15.00 Per Week

Sunset Phone, 3229 Main  
Home Phone, 28-72—Two Bells

BUS MEETS TRAINS

### WEDNESDAY EVENING, JULY 19—Continued

- No. 36—Ten Sun Cluster Rockets.
- No. 37—Batteries of Silver Clusters.
- No. 38—Bombs showing musical golden rain effect.
- No. 39—Turn rule.
- No. 40—Aquatic novelty—25 flying fish—10 prismatic fountains—10 submarine torpedoes.
- No. 41—Set piece—Neptune in his chariot, attended by sea nymphs, 1000 square feet. The largest ever shown as an aquatic novelty on the Pacific coast.
- No. 42—Batteries of Acrobatic Candles.
- No. 43—New Radium Shaft Rockets.
- No. 44—Moonlight Bombs.
- No. 45—Flight of fifty humming birds.
- No. 46—Mammoth silver fire-wheel—150 feet in circumference.

- No. 47—Salvo of fifteen-pound bombs.
  - No. 48—Aquatic novelty—fountain rising 50 feet from the water.
  - No. 49—Niagara by Moonlight, 200 feet long by 25 feet high.
  - No. 50—Ten Cracker Mines.
  - No. 51—Twenty Floating Festoons. The same has been shown in all of the great world's fairs.
  - No. 52—Salvo of 24-in. Quadruple Bombs.
  - No. 53—"Visit us in 1915."
  - No. 54—Grand San Diego Exposition Bouquet, produced by the discharge of 200 large colored rockets.
- The completion of the program will be shown with the finale—"Good-night".

The Isthmus, D Street and Union, is Open Every Afternoon and Night. 30 Big Shows

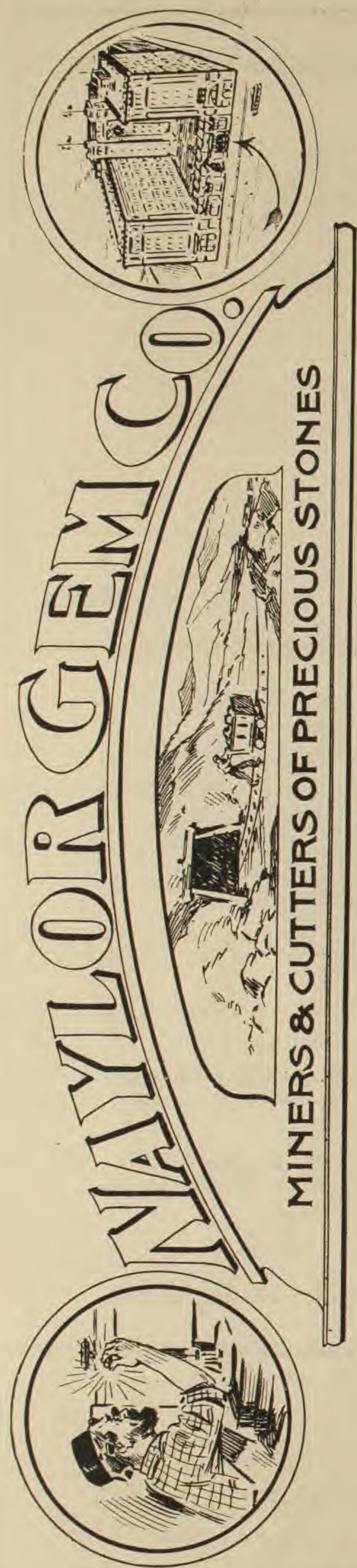
## HOTEL REX

G. E. STANDISH, Proprietor  
COR. SIXTH AND C STREETS

Hot and Cold Water in Each Room  
Electrically Heated

Entrance on C Street  
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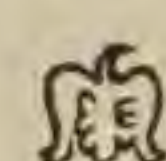
1250 D STREET, U. S. GRANT HOTEL BLDG., SAN DIEGO, CAL.

## Buy Native Southern California Stones



DIRECT FROM THE  
MINERS AND CUTTERS

¶ We are the most extensive miners of precious stones on the Coast and have one of the best equipped lapidary plants in Southern California, and are associated with one of the largest jewelry manufacturing establishments in the West, which uses many thousand carats of our output annually.



¶ Visiting tourists are welcome to visit our establishment while in San Diego, and we will take great pleasure in showing you native Southern California gems, both cut and in the rough, and how we cut them.



¶ We have our own mines of Tourmaline, Kunzite, Beryl, Turquoise, Opal, Hyacinth and Garnet.

When you boost NUVIDA (New Life) Water, you boost San Diego. The NUVIDA bottling plant is one of the finest in the country, and so is the water.

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### Real Estate, Rentals, Exchanges, Business Chances

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1250 FIFTH ST.  
SAN DIEGO, CAL.

Taken regularly, NUVIDA (New Life) Water cures kidney, liver, stomach and rheumatic complaints. It is a natural remedial agent.

## The Second Day

### Thursday Morning, July 20

#### 10 A. M.—

Grand Floral Pageant and Coronation of Queen Ramona. Arranged and managed by the Ladies' Auxiliary to the Celebration Committee of the Panama-California Exposition.

Grand Marshal, Mrs. Fred Fanning. Aides, Lieut. Carl E. Nichols, Morley T. Stayton and Robert Baker.

Line of March—D street from Santa Fe depot to Twelfth street, Twelfth street to H street, on H street to Fifth street, on Fifth street to D street, D street to Plaza. During the parade Queen Ramona will be crowned at the plaza in front of the Grant Hotel.

Prizes—First prize, \$250; second \$100 and third \$75. Cups for automobile and motorcycle races. Medals.

#### AQUATIC PROGRAM

#### 10 A. M.—

Motor boat races from the Pacific Coast Steamship wharf around Beacon No. 9, and return to place of starting.

First Prize—Motor News Cup.

Second Prize—Secretary's Prize.

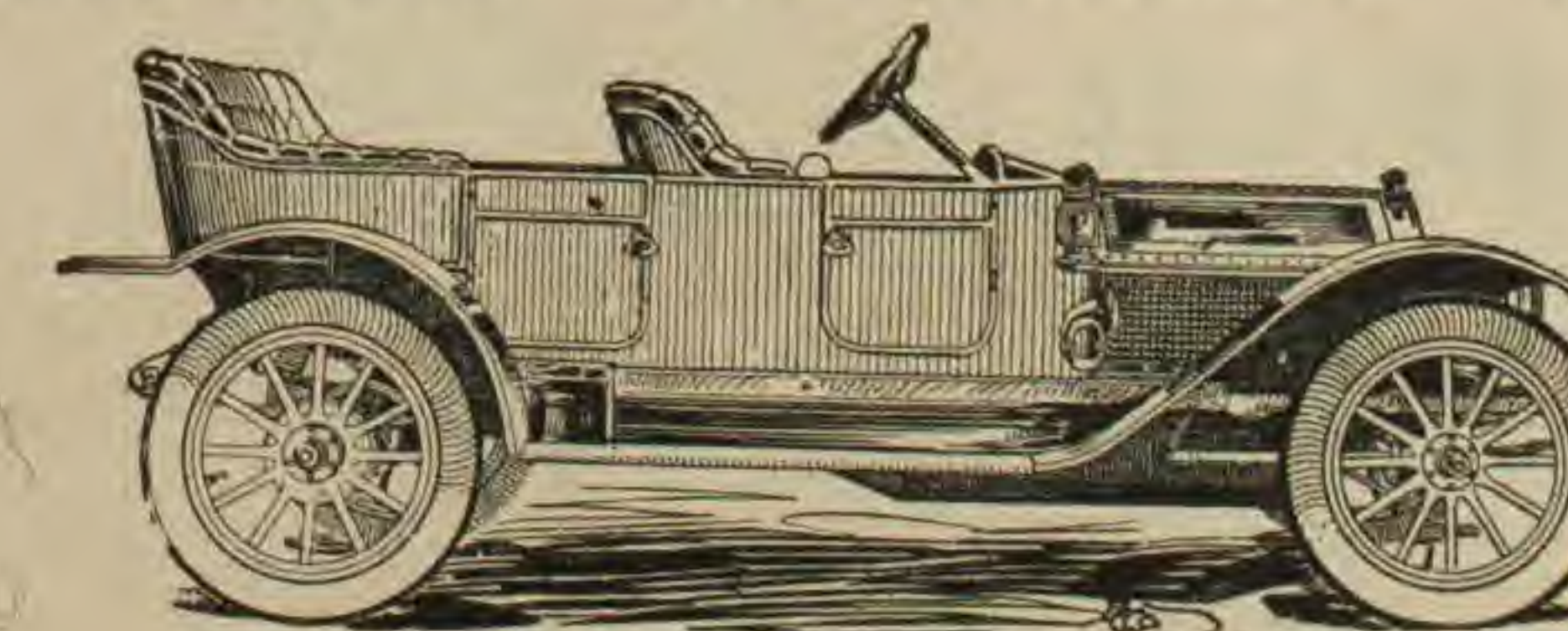
#### "The Sensation of the Season"

40-Horse--122-inch Wheel Base  
Equipped Complete for Touring

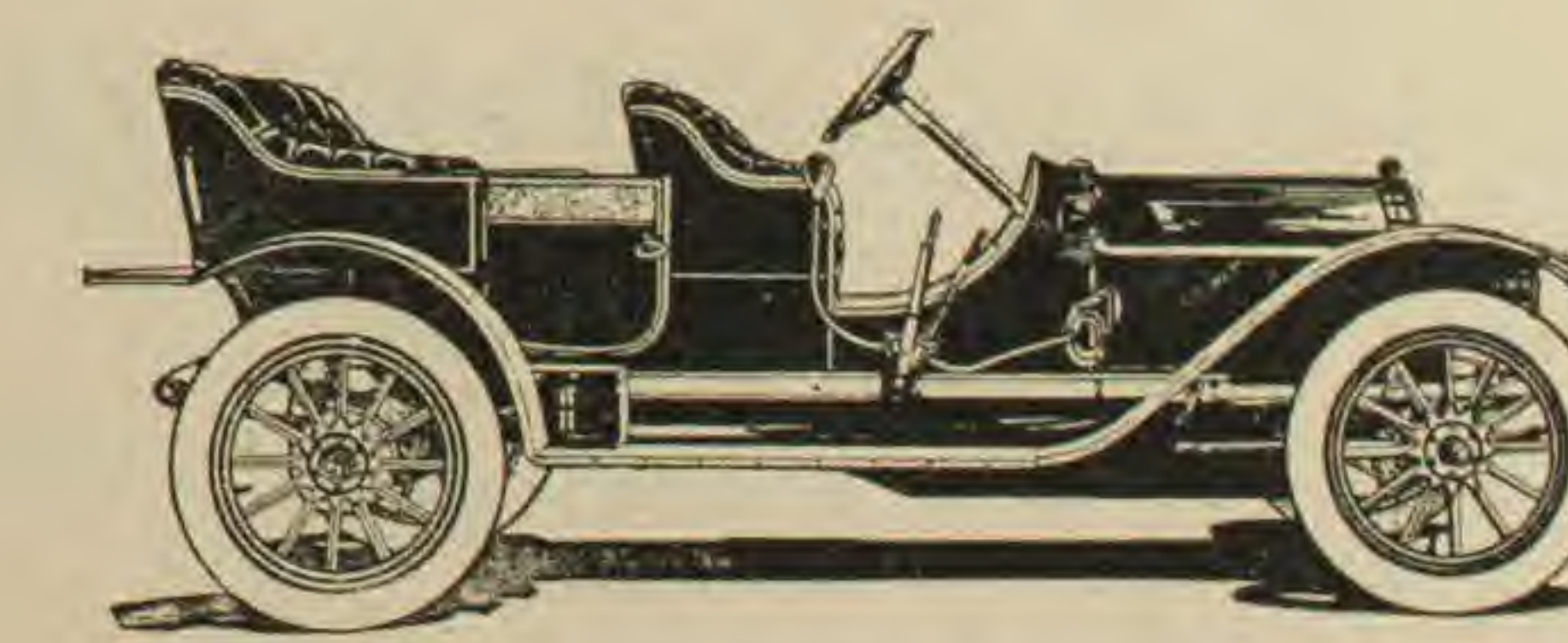
### Siegmund Motor Car Co.

INCORPORATED LOS ANGELES, CAL.

# Schacht



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Branch Agency, 1318 Second St., San Diego

Phone for Demonstration  
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for a pleasant, home-like, central  
stopping place while in

## San Diego?

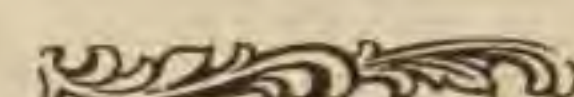
You will find just that at

## Hotel Imperial

D Street, Bet. 7th and 8th

Prices Reasonable  
R. E. HELMS, Proprietor

## Thursday Afternoon, July 20



### 1 P. M.—

Lipton Cup Races off Coronado.

### 3 P. M.—

Sailing races for four classes of boats, starting at Pacific Coast Steamship Company wharf around the Beacon near Tent City, around Beacon 9, and then to the place of starting.

Prizes—Clock, Cup, Compass.

### 3:30 P. M.—

Swimming races in the basin off the Rowing Clubhouse, foot of Fifth street.

Prize—50 yards, first and second cup.

Prize—100 yards, first and second cup.

Prize—220 yards, first and second cup.

Rowing races from the same point, distance one mile, for one, two and four oared shells.

Prizes—Medals.

### 4 P. M.—

Tub races.

The Isthmus, D Street and Union, is Open Every Afternoon and Night. 30 Big Shows

*Whiskey when you're sick makes you well.  
Whiskey makes you sick when you are well.*

PHONE, HOME 2181

## DEPOT BAR

501 D STREET

C. B. SCHULER  
PROPRIETOR

SAN DIEGO, CAL.



"Down the Marble Stairs"

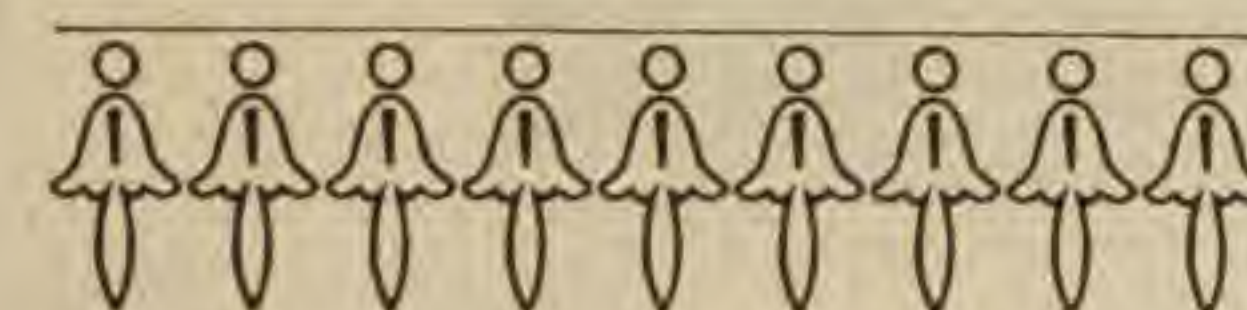
Open from 6 A. M.  
to Midnight

## Rudder's Cafe

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HARRY RUDDER, Proprietor

Music at Lunch, Dinner and  
After Theater by Schiller's  
Orchestra.



Popular-priced Bill of Fare  
and Wine List

Main Entrance Union Building  
Third and D Streets

THURSDAY AFTERNOON, JULY 20—Continued

## Athletic Program

### 2 P. M.—

100-yard dash—Amateurs.

220-yard dash—Amateurs.

Relay race, 1/2 mile—Y. M. C. A. teams  
(four men).

120-yard hurdle—Amateurs.

100-yard dash—Free-for-all.

220-yard dash—Free-for-all.

440-yard dash—Free-for-all.

120-yard hurdle—Free-for-all.

Standing Broad Jump—Amateurs.

Running Broad Jump—Amateurs.

Three Continuous Standing Broad Jumps—  
Amateurs.

Running High Jump—Amateurs.

Standing Broad Jump—Free-for-all.

Running Broad Jump—Free-for-all.

Three Continuous Standing Broad Jumps—  
Free-for-all.

Running High Jump—Free-for-all.

Shot Put (16-pound shot)—Amateurs.

Shot Put (16 pound shot)—Free-for-all.

880-yard—Free-for-all.

1 mile—Amateurs.

1 mile—Free-for-all.

50-yard dash for men weighing 200 pounds.

50-yard dash for women, 21 years of age or  
over.

Throwing baseball for girls or women only.

The Isthmus, D Street and Union, is Open Every Afternoon and Night. 30 Big Shows

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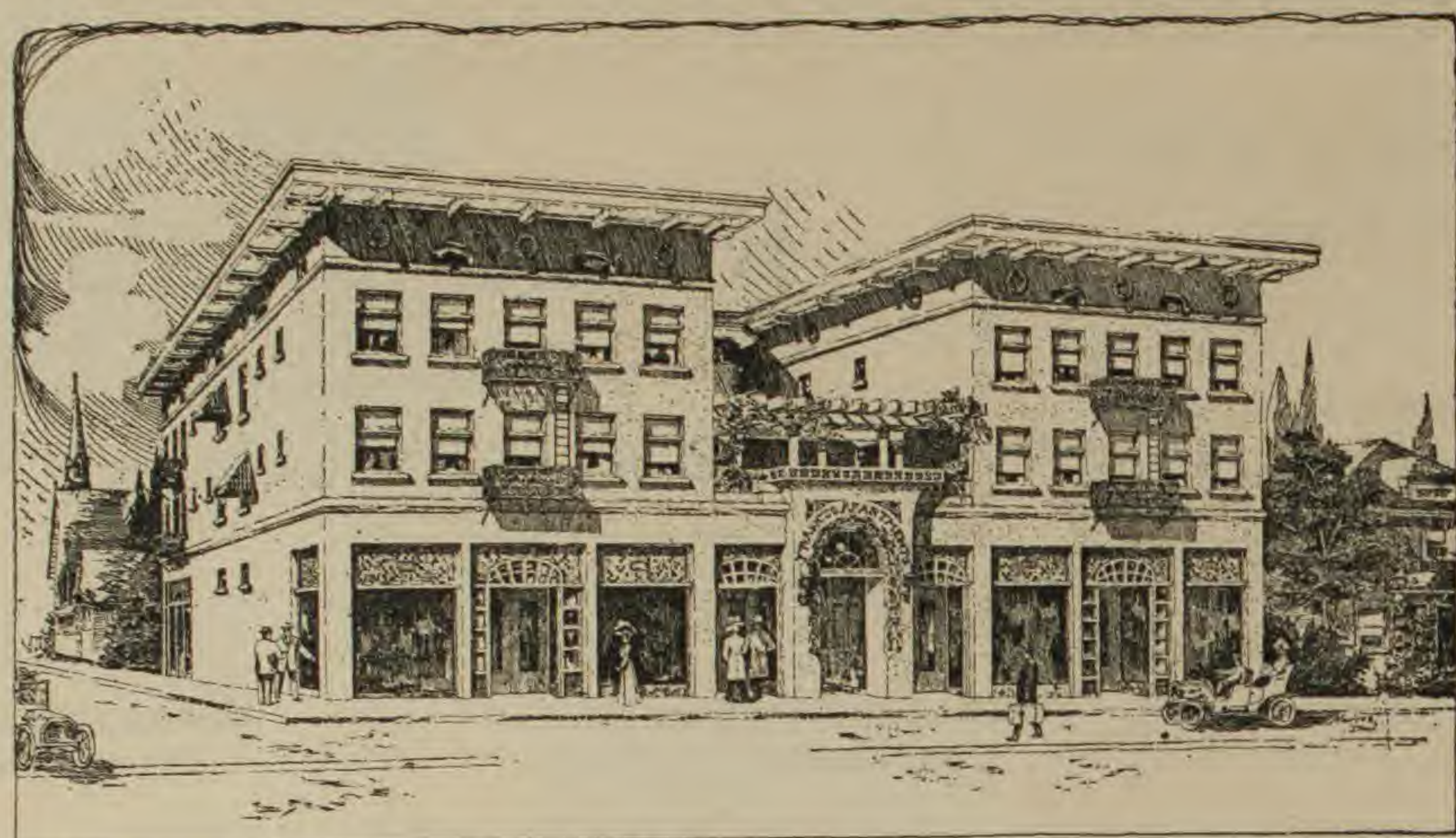
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Tenth and D Streets

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**Q** New, modern, luxurious apartments of one and two rooms, containing baths, kitchen and private telephones, with outside connections. Completely equipped for housekeeping, at reasonable prices. Three minutes' walk from heart of town.

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This institution is thoroughly modern in construction and equipment. Conducted as a Medical and Surgical Sanitarium, with complete Maternity and Rest-Cure Departments, and is open to all reputable physicians.

ROOF GARDEN ELECTRIC ELEVATORS  
THIRTY-FIVE NURSES

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J. F. Arrington, Pres. C. V. Arrington, Sec. and Treas.  
B. F. Arrington, Mgr. H. P. Wade, Supt.

## The Arrington Secret Service Co.

### A General Detective Business Transacted

Operating in the United States, Canada and Mexico. Correspondents in all parts of the world. Reliable information in all legitimate matters, both civil and criminal.

Experienced Detectives, Watchmen, Custodians and Patrolmen  
Furnished on short notice.

**OPEN DAY AND NIGHT**  
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Rooms 525, 526, 527 Timken Bldg. **SAN DIEGO, CAL.**



## Thursday Evening, July 20 Historical Pageant

### 8 P. M.—

Henry Kabierske, Director of the Pageant.

**Episode I**—Aztec priests sacrificing to their war god.

**Episode II**—Balboa taking possession of the Pacific Ocean in the name of the King of Spain.

**Episode III**—The downfall of Montezuma and the triumph of Cortez.

**Episode IV**—Cabrillo receiving his orders from the Viceroy of Spain.

**Episode V**—Caravel of Cabrillo.

**Episode VI**—Junipero Serra planting the cross at San Diego.

**Episode VII**—San Diego Mission.

**Episode VIII**—Raising the American flag at Old Town of San Diego.

**Episode IX**—The Panama Canal: Neptune at the wedding of the oceans.

**Episode X**—San Diego: Past, Present and Future.

The Isthmus, D Street and Union, is Open Every Afternoon and Night. 30 Big Shows

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SAN DIEGO, CALIFORNIA



## George Burnham & Company

INCORPORATED

Real Estate Brokers and  
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212-214 Timken Bldg.

San Diego, California

THURSDAY EVENING, JULY 20—Continued

Line of March—D street from Santa Fe depot to Twelfth street, Twelfth street to H street on H street to Fifth street, on Fifth street to D street, D street to place of beginning.



9 P. M.—

Subscription Ball in Grant Hotel tendered to distinguished visitors and guests of the city.

Receptions at headquarters of various fraternal and civic societies.

The Isthmus, D Street and Union, is Open Every Afternoon and Night. 30 Big Shows

Best Chop Suey and  
Noodles in Town

Steaks, Chops and a  
Full Dinner Menu



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## The Far-East Cafe

We Cater to a High-Class Patronage.  
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809 Sixth Street

TOM YOUNG, Mgr.



## "Topping's for Goodies"

The Soda Flavor You Like

You'll like better when you taste it as we serve it.

We use only the purest materials, and have learned the knack of combining them to make a simply delightful beverage.

Stop and have a glass today. No matter how it is outside, you will feel all right inside after you have drank the contents. Made only with—

"The Cream of Creams."

Our Candies are the Finest  
in the City

**Topping's** 922 Fifth Street  
Bet. D and E

## The Third Day

Friday Morning, July 21

10 A. M.—

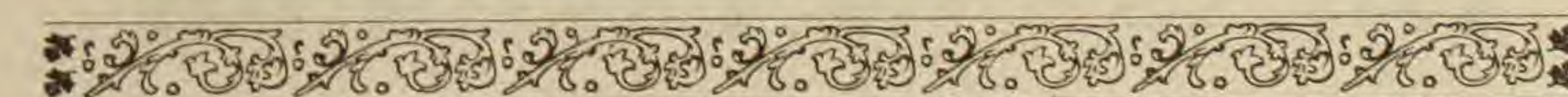
Industrial and fraternal and commercial parade, comprising the labor organizations, fraternal societies and civic bodies of San Diego, and surrounding towns.

Line of March—D street from Santa Fe depot to Twelfth street, Twelfth street to H, on H street to Fifth street, on Fifth street to D street, D street to place of beginning.

Prizes for Floats—First prize, \$300; second prize, \$125; third prize, \$75.

The Isthmus, D Street and Union, is Open Every Afternoon and Night. 30 Big Shows

THE ONLY SANITARY SHOP IN SAN DIEGO



## King's Barber Shop

Opp. U. S. Grant Hotel

1013 Fourth Street



# HOTEL ONYX

Where Everything is New

Centrally located on  
Fifth Street

In the heart of the  
shopping district

Take car at depot, get off  
at Fifth Street, and walk  
1 1/4 blocks to right.



SPACIOUS COURT

856 FIFTH ST.

Hot and cold water  
and telephone in  
every room

Convenient to restau-  
rants and theaters

Take any carriage at de-  
pot or wharf and fare will  
be refunded.

The Hotel Onyx—a new building—modern in every respect. The furnishings are in maple, mahogany and walnut. Rooms are large and airy—every room has outside exposure. One of the neatest hotels in town.

**RATES** { Rooms, with use of bath, 75c, \$1.00 and \$1.50.  
Large front rooms, with bath, two persons, \$1.50 to \$2.00.  
Special Weekly Rates—\$4.00 up.

FREE SAMPLE ROOMS FOR COMMERCIAL TRAVELERS

Romain McKenzie, Mgr.

**HOTEL ONYX** San Diego, California

## THE COURT EXCHANGE

Reopened and Up-to-Date

CHAS. H. KINNEY, Prop.

Corner Front and B

Wines, Liquors and Cigars--The Best

Sixth and E Streets

## THE NAVAJO

Lobby Timken Bldg.

Mexican and Indian Curios, Navajo Silver Jewelry, Indian Baskets, Abalone Blister Jewelry, California Souvenirs. Small black, white and gray Navajo Blankets.

ALICE B. MOORE, Manager

**NATIONAL SIGN & ADV. CO.**

WALT. L. FRAZER

1227 E Street, Between Third and Fourth

Life without water is impossible. Impure waters breed diseases. Pure waters cure them. NUVIDA (New Life) water is pure, wholesome, healing and refreshing.

FRIDAY MORNING, JULY 21—Continued

## Athletic Program

### 9 A. M.—

50-yard dash for men sixty years of age.  
80-yard dash for girls less than 21 years of age.  
50-yard dash for girls less than 16 years of age.  
Running High Jump—Girls, any age.  
100-yard dash—Boys under 16 years of age.  
50-yard dash—Boys under 10 years of age.  
Running High Jump—Boys under 16 years of age.

Running High Jump—Boys under 10 years of age.  
20-yard, go-as-you-please race for babies less than 2 years of age.  
Throwing baseball for boys less than 16 years of age.  
Nail driving contest for women.  
Pie-eating contest for newsboys.  
Tug-of-war, 8 men to team.

The Isthmus, D Street and Union, is Open Every Afternoon and Night. 30 Big Shows

## Stag Cigar Store

F. I. NEWTON, Proprietor

Imported and Domestic Cigars

WHOLESALE AND RETAIL

Carrying the Most Complete  
Lines in the City

Main, 54 Home, 3474

1037 Fourth Street  
San Diego, Cal.



SAN DIEGO LODGE No. 508

# Loyal Order of Moose

WILLIAM E. GINDER, Dictator  
824 Timken Building

H. C. MILLER, Secretary  
920 D Street



## Get in Line! Boost! Boost!

¶ The Pageantry's Great, but  
Don't Forget the Moose

## HOWDY PAP.



## ASK WARFORD

ABOUT

### San Diego Real Estate AND RENTALS

We extend to you a hearty welcome  
and key to our beautiful city.

Phone, Main 719 or 1092.

Office, 968 Seventh Street, San Diego, California

### WARFORD REALTY CO.

## Friday Afternoon, July 21

### ATHLETIC PROGRAM

#### 1 P. M.—

Times' Cup sailing race off Coronado, California entries.

#### 2 P. M.—

Tug-of-war for women or girls, 6 to team.  
Wood-sawing contest for women or girls.

#### SERVICE EVENTS.

Tug-of-war, 8 men to team.  
100-yard dash in service uniform.  
100-yard regulation equipment race.  
50-yard centipede race, 100 men to team.  
Pitching shelter tents, 8 men to team.  
Wig-Wag contest.  
220-yard dash, any dress.  
Baseball games.



W. R. CRIPPS

FOR A QUIET PLACE TO EAT AND DRINK

## The Plaza Restaurant

950 THIRD STREET

OPPOSITE U. S. GRANT HOTEL



J. RODORICH

WINE AND BEER SERVED WITH MEALS

LOOK FOR THE YELLOW FRONT

OPPOSITE THE FOUNTAIN



## LUMBER AND MILL COMPANIES

### BENSON LUMBER CO.

Saw Mill, Planing Mill  
and Box Factory

Foot of Sigsbee (21st) Street

### Russ Lumber & Mill Co.

Wholesale and Retail  
Lumber and Its Products

Corner First and I Streets

### City Lumber AND WRECKING Co.

New and Second-Hand Lumber,  
Sash, Doors, Glass, Etc.

Foot of Twenty-sixth Street

### WESTERN LUMBER CO.

Wholesale and Retail Dealers  
in Redwood and Pine

General Mill Work

### San Diego Lumber Co.

Wholesale and Retail Dealers  
in Lumber, Doors and Windows

Yards and Office, Sixth and I Sts.

### HILLCREST COMPANY

Wholesale and Retail Dealers in  
Lumber, Mill Work and  
Builders' Materials

"At the Top of the Hill"

Fifth and University

## M. A. LESEM'S KNEIPP SANITARIUM



2455-2467 FIRST ST.  
SAN DIEGO, CALIF.

Resident Physician in Charge



**B**eautiful and picturesque in location; an Institution entering upon its eighteenth successful year in the curing of various complicated ailments.

The methods and treatment are identical with those established by Sebastian Kneipp, of the famous "Kneipp" school, in Germany. Cures have been effected by the "Kneipp method," which have been pronounced as "hopeless."

A booklet is at your disposal if you will ask for it. Its contents EXPLAIN things which are vitally interesting to YOU. HEALTH is far superior to WEALTH. If you are ailing, we can not only help, but CURE you.

There is no charge for consultation.

1036 Fourth Street  
U. S. Grant Hotel

Phone, Home 3012

# Grant-Hotel

## TAILORS

Large Selection of Imported and Domestic Woolens. All work done by exclusive workmen in our shop here.

## The Fourth Day

Saturday Morning, July 22

10 A. M.—

Motor boat races from the Pacific Coast Steamship wharf around Beacon No. 9, and return to place of starting.

Prizes—Cups and Compass.

## POINT LOMA FERRY



BOATS LEAVE AT 7, 9 AND 10 A. M. AND 2 P. M.

The best and cheapest way to see all points of interest on Point Loma, including a 12-mile ride on the finest harbor in the world, all for

**40c**  
**Round Trip**

Take Coronado car to Point Loma Ferry Wharf, Foot of H St.



# HOTEL NEW YORK

B. W. MURRAY

## EUROPEAN

Best Location  
In Center of City  
Cafe Adjoining



Sunny rooms, single or en suite. Car lines pass the door to all parts of the city. Porter meets all trains and steamers. Free Bus to hotel. Member Hotel Keepers' Assn.

**Rates, 75 Cents to \$1.50 Per Day**

A Few Rooms at 50c

Special Rates by Week

SIXTH AND D STREETS

HOME PHONE, 3306

SAN DIEGO, CALIFORNIA

# Crystal Theater

SIXTH AND E STS.  
WEEK JULY 19-23



**HIGH CLASS VAUDEVILLE AND MOTION PICTURES**

CONTINUOUS PERFORMANCES ALL THIS WEEK

Doors Open, Afternoons, 1:30

**ADMISSION, 10 CENTS, ANY SEAT**

Evenings, 6:30

SATURDAY MORNING, JULY 22—Continued

## The Mission Pageant

Marshal, John J. McGuinness

### CAPTAINS

John Hayes, San Diego.

William H. Menke, El Carmel.

J. O. Smith, San Antonio de Padua.

Edward A. Duffy, San Gabriel Archangel.

Frank J. Snyder, San Luis Obispo.

Albert H. Weitekamp, San Francisco de Asis.

W. H. Castle, San Juan Capistrano.

Miss Adele Koop, Santa Clara.

W. J. Butler, San Buenaventura.

Stephen R. McAuliffe, Santa Barbara.

W. B. Gutterron, La Purisima Concepcion.

Frank Langley, Santa Cruz.

George L. Connell, La Soledad.

R. J. Walsh, San Jose de Guadalupe.

Joseph Menke, San Juan Bautista.

R. P. Guinan, San Miguel Archangel.

William Behrens, San Fernando Rey de España.

Arthur Shaw, San Luis Rey de Francia.

William L. Morrison, San Rafael Arcangel.

M. A. Silvas, { Santa Ines.  
San Francisco de Solano.

## PROLOGUE

The first of the Missions was dedicated at San Diego on July 16, 1769. The last Mission was founded at San Francisco de Solano, July 4, 1823. Ten years later the order of secularization was issued from the Mexican government, and the work begun by Junipero Serra sixty years before, was ended. The Pastoral Age of California, with its Arcadian simplicity, its gentle, civilizing Christianity, its semi-feudal regime and its paternal beneficence, had closed the record of its effort, its accomplishment and the self-sacrifice of the noble builders of the Franciscan Missions. Then began the Golden Age, the Second Epoch of Californian history. After that came the Age of Iron, and then the Age of Empire—the Last Act in the Great Drama which shall close the final effort of man's endeavor.

## The Procession of the Missions

### SAN DIEGO—

Spanish soldiers of the eighteenth century, Captained by Gaspar de Portola. Franciscans led by Padre Junipero Serra. Indians. A chorus of soldiers singing old Spanish military songs. A chorus of Franciscans singing the "Veni Creator", the music of the first mass sung in California.

### EL CARMEL—

Named for San Carlos Borromeo, Italian Cardinal; Archbishop of Milan; canonized in 1610. The tableau is an Archbishop's court in the sixteenth century, under the banner of Milan.

### SAN ANTONIO DE PADUA—

Antonio of Padua was born in Portugal; preached in France; and died in Italy. The group is costumed in the fashion of the thirteenth century, and the banners are of Portugal, France and Italy.

### SAN GABRIEL ARCANGEL—

The Mission founded September 8, 1771, at Los Angeles by the Reverend Fathers Pedro, Benito, Cambon and Angel Fernandez de la Somera. The group is composed of young Californians, representative of the first families of Southern California in the days of the Dons long before the Gringo came.



# Stevens & Hartley's Alfalfa Lands

Three to Six-Acre Tracts; \$200 Down, Balance to Suit

One-half mile east of Santee, two miles west of Lakeside, El Cajon Valley. Situated on main boulevard to the Back Country, and is between the railroad and the San Diego river, being the north and south boundary lines. Fifty to 100 inches of water can be developed from each well; the soil is river silt. "Nuff sed."

Seventh and E Sts.

**STEVENS & HARTLEY**

Seventh and E Sts.

Subdividers of { Stevens & Hartley's Country Home Tract  
Stevens & Hartley's Subdivision to El Cajon  
Stevens & Hartley's Free Water Tract

P. S.—Some \$100 lots, \$10 down, \$5 monthly; no interest or taxes. See RATLIFF, at our Branch Office, University Avenue and Thirtieth Street.

## SATURDAY MORNING, JULY 22—Continued

### SAN LUIS OBISPO—

Established September 1, 1772. Named in honor of St. Louis, Bishop of Toulouse. The tableau is costumed to show the early history of the Mission and includes Spanish caballeros, Indians and Padres, among whom is Padre Martinez who, like San Juan of Capistrano, was a fighting monk when fighting was necessary. It is related that this corpulent, jovial Father led a band of Californians and Indians to repel a threatened attack on the Mission by the famous pirate Bouchard.

### SAN FRANCISCO DE ASIS—

This is the Mission that gave a name to the metropolis of California; dedicated to St. Francis, founder of the Franciscan Order, October 9, 1776, three months after the Declaration of Independence by the Thirteen Colonies. The tableau represents the founding of the Mission and the group includes Padres Cambon, Nosedal and Pena leading the pro-

cession. The soldiers are of Captain Gaspar de Portola's company.

### SAN JUAN CAPISTRANO—

Founded November 1, 1776; named for Saint John the Captain; a warrior monk of the fifteenth century who led an army of Crusaders to the relief of Belgrade, besieged by Mohammed II and defended by Hunyadi the hero of Hungary. The tableau includes Capistrano in chain mail and the cowl of his Order; Crusaders, Hungarians and Turks.

### SANTA CLARA—

This sisterhood of Les Clarisses was found in France in 1212. The Mission was dedicated January 18, 1777. The young women composing this group are from the Convent of St. Joseph. The fruits and flowers borne by the girls are symbolical of the agriculture and horticulture for which the Santa Clara Valley is famous.

ASK FOR

# Point Loma Brand

Highest Quality Canned Goods

For Sale By All Grocers

A "BENTLEY" OSTRICH PLUME IS A HANDSOME SOUVENIR OF SAN DIEGO

BE SURE AND VISIT

## Bentley Ostrich Farm

ONE OF THE GREATEST SIGHTS IN AMERICA

The Bentley Ostrich Farm was the FIRST ostrich farm established in America. It's well worth your time to see the hundreds of birds and at the same time inspect the large variety of handsome plumes.

LOCATED AT

MISSION CLIFF PARK

Overlooking the beautiful Mission Valley.

OSTRICH CHICKS

TAKE STREET CAR ROUTE NO. 1, UP FIFTH ST.—GOES DIRECT TO FARM

## SATURDAY MORNING, JULY 22—Continued

### SAN BUENAVENTURA—

Named for Giovanni de Fidenza, an Italian of the thirteenth century; surnamed "Dr. Seraphicus"; scholar, philosopher and theologian. The doctor is accompanied by a group of his pupils. The Indians and Franciscans are part of the early history of the Mission which was founded March 31, 1782.

### SANTA BARBARA—

Santa Barbara was a virgin martyr of the third century. She was beheaded by her own father for refusing to renounce Christianity. She is the patron saint of armorers and artisans and the protectress of fortifications. She was of Greek origin and died in Bithynia. The Mission was founded December 4, 1786, and is the only one surviving from the ruin of the secularization; the only Mission at whose altar the lamps have never been extinguished.

### LA PURISIMA CONCEPCION—

This tableau represents the industrial activities of the Mission which was established

December 8, 1787. The products of the Mission was agricultural entirely and the Indians were taught to be farmers and cattle raisers.

### SANTA CRUZ—

This Mission was blessed by Father Lasuen on August 28, 1791, the day of San Augustin. It was the Mission of the Holy Cross. It was here that the first flour mill in California was built, and one of the first converts was Chief Seguert, head of the most powerful tribe in Central California.

### LA SOLEDAD—

Dedicated to "Our Lady of Solitude," October 9, 1791. The Mission is presented here as it stands today—a naked, desolate ruin, casting its dismal shadow in a land rich enough to have preserved it from this sad fate; a warning and a reminder that other landmarks of our early history are passing into similar neglect and ruin.

Home, 3290

Sunset, Main 3832

# The San Diego Auto Repair Works

LAMB & HINCKLEY, Props.

SAN DIEGO, CAL.





E. G. RIDDELL

ELMO RIDDELL

## Elmo Riddell & Co.

REALTY BROKERS 1725 D STREET

BUSINESS PROPERTY  
APARTMENT SITES  
RESIDENCES

in all parts of the city. No matter how exacting, we can supply your wants for San Diego property.

We have have some very classy modern cottages and bungalows, at prices you can afford to pay, on terms that will appeal to you;

ALSO

Half-acre to 5-acre tracts, either improved or unimproved, on the electric car line in Chula Vista.

Remember the name and place; we are waiting to serve you.

ELMO RIDDELL & CO.

### SATURDAY MORNING, JULY 22—Continued

#### SAN JOSE DE GUADALUPE—

The grape and olive were the special fruits of this Mission, which was founded June 11, 1797.

#### SAN JUAN BAUTISTA—

This Mission was founded June 24, 1797. The Mission had a chime of nine bells, and music was a feature of the establishment. It was here, too, that the first adobe bricks were made for building purposes. A peculiar feature of the Mission was the wooden clapper wheel used to call the people to worship on those days when the Catholic church rings no bells.

#### SAN MIGUEL ARCANGEL—

The Indians of this Mission, founded July 25, 1797, were taught by the Padres in the arts of painting and decorating, and much of the work of this kind preserved in the other Missions is from the atelier of the Mission of San Miguel.

#### SAN FERNANDO REY DE ESPAGNA—

Named for Ferdinand III of Spain (1220-1252), King of Castile and Leon; founded September 8, 1797. Ferdinand captured Ubeda, Cordova, Jaen and Seville from the Moors, who are led captive in this tableau.

The Isthmus, D and Union Sts. Open every afternoon and night—30 big shows.

Sunset, 2779; Home, 4655

First-class Work Guaranteed

## SILVER GATE GARAGE

W. H. BRIMHALL, Prop.

Autos Stored at Reasonable Rates

GOOD REPAIR SHOP AND AUTO LIVERY

A Full Line of High Grade Gasoline,  
Oils and Accessories

Cor Tenth and H Streets

NUVIDA (New Life) water is going to be the first in the country. What is San Diego (its home town) going to do to help it?



## A. SCHRADER

Artistic  
Inside Decorating



Tel. Home, 2610

P. O. Box 743

### SATURDAY MORNING, JULY 22---Continued

#### SAN LUIS REY DE FRANCIA—

St. Louis of France was the ninth of that name and led the sixth Crusade in 1248. He captured Damietta and was himself defeated by the Sultan Tooranshah in an expedition against Cairo. He undertook a Crusade against Tunis during which he died. The Mission was founded June 13, 1798.

#### SANTA YNEZ—

The first Mission of the nineteenth century, founded September 17, 1804. The first official act of the establishment was the baptism of all the young Indians within the jurisdiction of the Mission.

#### SAN RAFAEL ARCHANGEL—

When this Mission was founded, December 18, 1817, the region of its establishment was

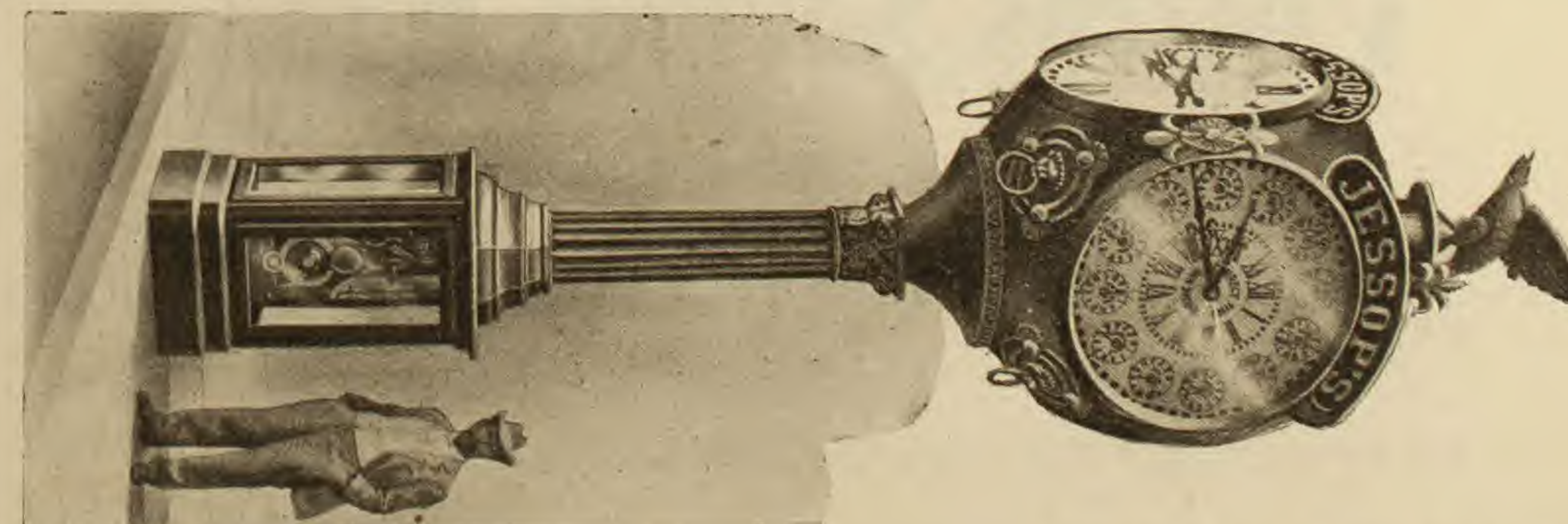
beginning to be populated with an alien race of trappers, squatters and adventurers. It was here that the "Bear Flag" was raised in revolt against the domination of Mexico, which had only recently thrown off the yoke of Spain. At this time the Pastoral Age of California and the rule of the Spanish grandees was ending by usurpation of the Gringo, or by intermarriage with the Saxon invader.

#### SAN FRANCISCO DE SOLANO—

This was the last Mission founded by the Franciscan Fathers, August 25, 1823. The chief characters in the tableau are Commandante Vallejo, Lieutenant Martinez and General Fremont. They are accompanied by soldiers, settlers and Indians. The grouping is to embody the picturesque features of the final period of transition from the old Spanish regime to the American occupation.

The Isthmus, D and Union Sts. Open every afternoon and night—30 big shows.

**San Diego's Wonderful Clock** This wonderful clock, with twenty dials, stands twenty-one feet high, and tells simultaneously the time of all nations; also the day of the week, date and month, and marks the seconds. Four of the dials are each four feet in diameter. The master clock is enclosed in plate glass, so that its every action can be seen, and the whole is illuminated every night. The clock is jeweled with tourmaline, topaz, agate and jade. The jewels and every part of this intricate mechanism were designed and made in our shop. It is the most completely jeweled, best finished and best made street clock in America, and the only clock of its kind ever built in a retail jewelry store in the world. The motive power is a 200-lb. weight, and it winds itself automatically. It took fifteen months to build, and cost about \$3,000. The master clock was exhibited at the State Fair in Sacramento in 1907, and awarded a gold medal. Manufactured by J. Jessop & Sons.



J. JESSOP & SONS

GRANGER BLOCK, SAN DIEGO, CAL.



## What

*is the use* of saying, "The Best Company," or "The Strongest Company," or "The Largest Company"?

## We Say

The Penn Mutual Life Insurance Company of Philadelphia  
Organized 1847

With millions to back its policies.

*This tells the whole story!*

HENKING & RANDOLPH, General Agents

Room 504 Union Bldg.

San Diego, Cal.

## Saturday Afternoon, July 22

### 1 P. M.—

Speed boat races for the Panama-California Exposition Cup; handicapped; three miles.

Prize—Cup.

### 1 P. M.—

Sailing races off Coronado on a twelve-mile course for the Panama-California Exposition Gold Cup. This cup shall remain the property of the winner of the winning yacht.

erty of the San Diego Yacht Club, to be held in trust by the winner each year until the races the following year; when the cup shall have been won three times by one yacht owner who is a member of any regularly organized yacht club, it shall become the property of the winner of the winning yacht.

### 2 P. M.—

Four motorcycle races.

The Isthmus, D and Union Sts. Open every afternoon and night—30 big shows.

FRED JEWELL  
President

I. ISAAC IRWIN  
Vice-Pres.

C. B. WHITTELSEY  
Cashier

JOHN ZWECK  
Asst. Cash.

# Citizens Savings Bank

1040 FIFTH STREET

SAN DIEGO, CAL.

### DIRECTORS

M. H. Hellman  
William Kettner  
C. B. Whittelsey

A. G. Gassen  
G. N. Gilbert  
I. Isaac Irwin

Edmund Mayer  
George E. Jaeger  
Fred Jewell

J. E. Connell

Keep your deposit where it will draw interest until you find such an investment as you wish to make.

INTEREST PAID ON ALL ACCOUNTS

If you are not well—get well.  
If you are well—keep well.  
By drinking NUVIDA (New Life) water regularly you will get well and keep well

Home Phone, 4407

Pope-Hartford

## Modern Auto Machine Shop

### Repairing and Accessories

1140 Second Street

San Diego, Cal.

SATURDAY AFTERNOON, JULY 22---Continued

## Water Carnival and Sports

### COMMITTEES IN CHARGE

Commodore George E. Bowles, Chairman.

Commodore F. C. Spalding.

Frank Bethune.

### Sailing Races—

P. S. Berger, Chula Vista Yacht Club.  
Phil Thearle, Jr., Yacht Club.

### Rowing and Swimming Races—

Frank Bethune  
Neil Brown  
San Diego Rowing Club

### Motor Boats—

San Diego Yacht Club, Captain B. Chase.  
Captain Frieley  
Captain Geo. Colton.

The Isthmus, D and Union Sts. Open every afternoon and night—30 big shows.

H. C. ZIMMER, Mgr.

# PLAZA BARBER SHOP and CIGAR STAND

1134 D Street

C. B. ALLEN



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H. C. ZIMMER, Mgr.

# PLAZA BARBER SHOP and CIGAR STAND

1134 D Street

C. B. ALLEN



Chas. F. H. Detzel's Attractions

# JOY WARD

Coronado Tent City Season 1911

CANDY WHEELS  
MABEL, STRANGEST GIRL ALIVE  
AFRICAN DIP "RASTUS"

## COMING

ROLY-POLY TWINS THE MAN FISH

Amusements Furnished Resorts, Parks and Fairs.

Address, CHAS. F. H. DETZEL,  
Coronado Tent City, Coronado Beach, California

# Blow Your Horn

If you want the world to know who and where you are.

Let us show you the right way to blow,

**Industrial and Historical Pageant Corporation**

\$250,000 CAPITAL

731-733 First National Bank Building

CHICAGO, U. S. A.

**This Is What We Do**

**PROMOTE, ORGANIZE**

Design, Execute and Produce Tableau Cars; Courts of Honor; Street and Building Decorations; Expositions and Centennials; Sane Fourth of July Celebrations; Spectacles and Water Fetes; Electrical and Fireworks Displays; Fall Festivals, State and County Fairs; Trade Shows; Celebrations of all kinds; Automobile Races and Meets; Aviation Races and Meets.

Manufacture Modern and Historical Costumes; Anything in Papier Mache, Cement, Plaster or Stucco; Scenery; Scenic and Electrical Effects of all kinds.

CHICAGO NEW YORK PHILADELPHIA LOS ANGELES

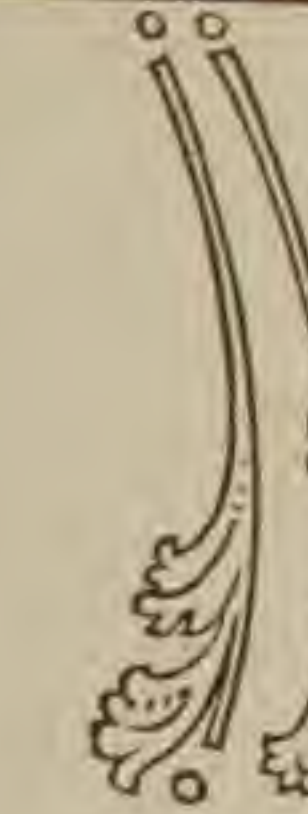
F. F. ELLIS

J. A. GREENER

# American Decorating Co.

Largest Decorating Stock on the Coast  
Exterior and Interior Decorations  
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Street and Float Decorations



**SAN DIEGO, CALIFORNIA**

EXHIBIT INSTALLATIONS

Expositions Attended—Paris, Chicago, Buffalo, St. Louis, Omaha, Portland, Jamestown, Seattle.

Saturday Evening, July 22

## Carnival

6 P. M.—

Carnival opens.

9 P. M.—

Queen Ramona's Carnival Ball. A whole city block is to be devoted to the dancing floor. Every person must be masked either in costume or domino. Tickets are \$1.

People using confetti are warned that under a police regulation only one color of confetti is permitted in a sack.



The Isthmus, D and Union Sts. Open every afternoon and night—30 big shows.

# Cabrillo Cigar Factory

AUG. SENSENBRENNER, Proprietor

LEADING CIGAR FACTORY ON THE PACIFIC COAST

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San Diego & Arizona

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957-959 Fourth Street, Opposite Plaza

San Diego, California

Sunset Phone, 1500  
Home Phone, 1500



Price, \$1.00



# Grand Bal Masque and Carnival Street Ball



Celebrating the Ground-Breaking for the  
Panama-California Exposition

## Carnival Night

July 22, 1911

ADMIT ONE PERSON



All for San Diego and San Diego  
for All in 1915

*The Apollo*

*Chickering Bros.*

## THEARLE MUSIC CO.

Dealers in All Musical Instruments  
Sheet Music, String Goods

At 1540-1544 D STREET

*Popular Music at 15c*

*Victors, Victrolas*

### REST ROOMS

Rest rooms for women and children during the celebration will be located as follows:

Spreckels Building, Second and D streets.

Timken Block, Sixth and E streets.

San Diego Club House, Ninth street, between D and E streets.

Red Cross Dispensary, B Street School Building, Seventh and B streets.

Seamen's Rest, Foot of H street.

Masonic Temple, Corner of Fifth and Ash streets.

The rooms will be open from 9 a. m. to 6 p. m. each day, and will be attended by physicians and nurses. Everything is provided for the comfort of women and children. The rest rooms are under charge of this commit-

tee of the Woman's Auxiliary to the Panama-California Exposition Celebration Committee. The members of the committee are:

Mrs. Sam Brust

Mrs. C. S. Alverson

Miss Hewett

Mrs. O'Neil

Mrs. Raum

Mrs. Thornton

Miss Sophia Cole

Mrs. Fox

Mrs. Geo. H. Butler

Dr. Louise Heilbron

## THE ISTHMUS

D Street and Union

# Open Every Afternoon and Night

## 30 Big Shows



# San Diego Electric Railway Company

## TIME TABLES

PAVILION CARS leave Fifth and D Streets on the hour and every 10 minutes thereafter from 5:50 a. m. to 11:50 p. m. 5 minute service from 6:00 a. m. to 9:00 a. m. and from 2:00 p. m. to 8:00 p. m. Last car leaves 5th and D streets 11:50 p. m. Sundays 5 minute service from 8:00 a. m. to 9:00 p. m.

LOGAN HEIGHTS CARS leave 5th and D on the 6, 16, 26, 36, 46 and 56 minutes after the hour. Last car 11:50 p. m.

BROOKLYN HEIGHTS CARS leave 5th and D streets on the hour and every 10 minutes thereafter from 5:30 a. m. to 11:50 p. m. Last car 11:50 p. m.

FIRST AND LAUREL CARS leave 5th and D on the hour and every 10 minutes from 5:30 a. m. to 11:50 p. m. Last car 11:50 p. m.

F STREET CARS leave 4th and D for 25th and F on the even hour, 20 and 40 minutes thereafter from 6:00 a. m. to 11:40 p. m. Last car 11:40 p. m.

THIRD STREET LINE CARS leaves 3rd and D for Mission Hills on the 5, 15, 25, 35 and 45 minutes after the hour from 5:45 a. m. to 11:45 p. m. Last car to Mission Hills leaves 3rd and D at 11:45 p. m.

30TH AND GRANT AVENUE CARS leave 3rd and D on the 5, 25, and 45 minutes after the hour from 5:45 a. m. to 11:45 p. m. Last car 11:45 p. m.

25TH AND H STREET CARS leave 3rd and D on the 15, 35 and 55 minutes after the hour, from 5:55 a. m. to 11:55 p. m. Last car 11:55 p. m.

"M" STREET CARS leave 5th and D for Greenwood Cemetery on the 4, 24 and 44 minutes after the hour from 5:44 a. m. to 11:44 p. m. Last car 11:44 p. m. This line makes connection with the Pacific Steamship Co.'s steamers, San Diego Southern Ry. trains and San Diego & Cuyamaca trains.

STATE AND WINDER STREET CARS leave 5th and D on the 1, 21 and 41 minutes after the hour from 6:21 a. m. to 11:41 p. m.

FERRY CARS leave 5th and D on the 10, 30, and 50 minutes after the hour from 6:10 a. m. to 11:30 p. m. Last car 11:30 p. m. except on Saturday night when last car leaves 5th and D 11:50 p. m. connecting with Ferry for Coronado.

CORONADO CARS leave Hotel del Coronado on the hour, 20 and 40 minutes after the hour from 6:20 a. m. to 11:20 p. m. Last car 11:20 p. m. except Saturday night when last car leaves 11:40 p. m., connecting with Ferry for San Diego.

DEPOT CARS leave 5th and D on the hour, 20 and 40 minutes thereafter from 6:40 a. m. to 11:40 p. m. Special trips during arrival and departure of trains. Last car leaves 5th and D streets 11:40 p. m.

# Don't Fail to Visit

# The Isthmus

D Street and Union

# 60 Shows

# Three Big Free Shows Every Day

A pure, wholesome mineral water, containing beneficial medicinal properties. That's NUVIDA (New Life) water.



# Hotel del Coronado



**L**ARGEST ALL-YEAR SEASIDE RESORT IN THE WORLD. Coronado Beach, California. The most equable climate in the world. Warm in winter, cool in summer. Golf, Tennis, Bathing, Deep Sea and Bay Fishing. Our own water distilling and purifying plant insures pure water. House swept and cleaned by the Vacuum System. American Plan, \$4 per day and upwards. Special weekly rates. First-class in every respect. Write (or telegraph at our expense) for Rates or Rooms.

H. F. Norcross, Agent, 334 S. Spring St., Los Angeles

MORGAN ROSS, Manager



Twelfth Big Season  
**CORONADO TENT CITY**  
The Original City of Canvas and Palms.  
COOL OCEAN BREEZES. NO DAMP-  
NESS. NO FOGS.

A mile of picturesque palm cottages and palm tents situated on a beautiful peninsula three blocks in width, separating bay and ocean.

Countless Amusement Features  
**NEVER A DULL MOMENT**  
A Constant Whirl of Gaiety

Cafe, Lunch Room Delicatessen, Stores etc. City prices prevailing. Gas for those who wish to do their own cooking.

Ohlmeyer's famous band with noted soloists  
**\$30,000 DANCE PAVILION**  
Write for beautiful illustrated book

JOSHUA S. HAMMOND, Manager  
Coronado Tent City, Coronado Beach, Cal.



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Toast prepared in quantities in the kitchen often becomes cold before it is consumed at the table.

How much more appetizing to get it hot and crisp as rapidly as it is made.

The Electric Toaster pleases every woman who sees it in use in the dining room.

So quickly is the toasting done that it seems almost instantaneous. And there is no rising from the table or hurrying about.

The Electric Toaster is now one of the most popular of the many household electric devices.



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TELEPHONES: HOME, 4119; SUNSET, 65



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The Largest Commercial  
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